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First Copy

A National Newspaper for Every Branch of the Industry

Automotive Daily News

PASSENGER TRUCK PARTS, SHOP EQUIPMENT TIRES ACCESSORIES

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PUBLIC LIBRARY DEC 22 1928 DETROIT

DEALERS RECEIVE EXCISE REFUND OF $7,463,176

SumRepresentsAmount Paid in Before Tax Repeal

By FRANCIS P. DAILY

WASHINGTON, Dec. 8.—An echo of the repeal of the automotive excise tax was heard today.

It was sounded in the annual report of the United States Bureau of Internal Revenue, and disclosed that the government has remitted a total of $7,463,176 to automobile dealers who had paid the 3 per cent. tax previous to the time of the repeal, which was specifically 8 a. m., May 29, last.

Under the revenue act of 1928 the excise tax allowed an extension of time for filing refunds until September 29 last. As a result there were submitted 55,447 inventories, showing that there were in the dealers' hands 430,259 complete automobiles, 323 bodies, 406 chassis and 913 motorcycles.

"An audit of these inventories," the report says, "saved the government $71,951.32 in rejected credits, which amount with interest thereon has been cancelled."

The report explains further that the time for filing manufacturers' returns for April and May last was extended to September 29 in order to permit the taking of credit. Accordingly, the collection of $51,628,265.96 tax on the sale of automobiles, etc., for the year, which represents practically collections for 10 months only, compares favorably

(Continued on page 8)

New Motor and Equipment Association Executives At Their First Meeting, Held in Cleveland

The above photograph shows the members of the executive committee of the new M. & E. A. who voted to concentrate their entire efforts in 1929 to the establishment of a new sales development branch, as reported in the Automotive Daily News on December 6. The members are:—

Left to right (seated): Arthur C. Storz, vice-president Storz-Western Auto Supply Company and member board of directors M. & E. A., Omaha; J. M. McComb, vice-president Crucible Steel Company and vice-president of M. & E. A., in charge of Division "A," New York; N. H. Boynton, sales promotion manager National Lamp Works of General Electric Company and president of M. & E. A., Cleveland; Elton R. Seager, secretary Pennsylvania Rubber and Supply Company and vice-president of the M. & E. A., in charge of Division "C," Cleveland; W. S. Isherwood, sales manager A C Spark Plug Company and vice-president of Division "B" of M. & E. A., Flint, Mich.; C. H. Burr, treasurer of S. K. F. Industries and treasurer of M. & E. A., New York.

Standing: M. L. Heminway, managing director M. & E. A., New York; W. H. King of legal counsel, Chicago; Neal G. Adair, manager of sales development division M. & E. A., New York; M. C. DeWitt, vice-president Champion Spark Plug Company and vice-chairman sales development committee M. & E. A., Toledo; B. W. Ruark, assistant managing director M. & E. A., Chicago; T. W. Whipple, president of Whipple's, Inc., Binghamton, N. Y., and chairman of sales development committee M. & E. A.

HINTS OF BIGGER CARS WITH PRICE CUTS HIT SALES

Detroit Dealers Unable To Reduce Present Inventories

By WALTER BOYNTON

DETROIT, Dec. 8.—An attitude of watchful waiting has characterized both the public and the automotive industry this week. The public is watching developments and the dealers are waiting for something to happen.

There is a very general expectancy all along the line, but actual events, so far as sales are concerned, are rather few. Activities incident to the 'tween-season conditions are being continued.

There has been strenuous effort on the part of dealers, big and little, to reduce their inventories of cars of present models, but, except in few cases, this campaign has not met with glittering success. Broad hints of new and bigger cars at an actually better dollar value have had the natural effect of slowing down sales of models that the public knows are going to be superseded in a few days. The retail men report that the inventory situation is well in hand and that they were never in better shape at this time of year.

Drives on used cars have been

(Continued on page 8)

G. M. OF CANADA WILL START ACTIVITY DEC. 10

Montreal, Dec. 8.—W. E. Davis, assistant general manager of the General Motors of Canada, states that the company expects this season to be the biggest in its history. Quantity production of the 1929 Chevrolet will commence December 10, when the first new six-cylinder Chevrolet will roll off the assembly lines. The body shop has already begun making bodies for this model, and workers in the mill room, paint shop and trim room will all begin work before December 10. Over 90 per cent. of the new cars will be made in Canada.

The new six-cylinder engine and the rear axles are being made at Jalkerville, and most of the other parts are made in Oshawa.

Hassler Announces 2-Way Hydraulic Shock Absorber

Indianapolis, Ind., Dec. 8.—A new two-way hydraulic shock absorber which can be quickly adjusted for either rebound or compression or both has just been announced by the Hassler Manufacturing Company, Indianapolis.

The new device is said to offer complete boulevard control, and immediately on striking rough roads the correct amount of both rebound and compression control is obtained in proportion to the amount of spring action.

One of the interesting features of the new device is that sleeve valves are used in place of the usual valve to open and close ports and give the varying control.

Ford Plans 1929 Output Of 1,800,000 Cars, Trucks

Special from A. D. N. Detroit Bureau

DETROIT, Dec. 8.—Advance estimates of the Ford Motor Company production in 1929 are that the company will build and sell 1,800,000 cars and trucks in the United States and Canada and 300,000 more in countries overseas.

This compares with the previous Ford record year of 1924, when Ford made and sold slightly over 2,000,000 units. Production in the first week of December was at the rate of 6,435 daily, a gain of more than 400 per day over the rate of thirty days previous.

In November 105,891 cars and trucks were built and sold in the United States. The Canadian plant at Walkerville produced 7,591, and all other foreign plants built and distributed 7,555, giving the month a total of 121,037. In the first year of the new production which ended December 2, the company has built and sold 704,699 cars and trucks.

GOODYEAR TO RETIRE NOTES

New York, Dec. 8.—The Goodyear Tire and Rubber Company will retire at maturity on December 15 the balance of its outstanding issue of three-year 5 per cent. gold notes, amounting to $7,500,000. Payment of principal and interest will be made at the office of Dillon, Read & Co.

ARRIVE FROM SOUTH AMERICA

New York, Dec. 8.—Returning here on the Western World Wednesday were H. Braunstein, sales manager for Ford Motor Company in Rio de Janiero and J. V. Harrigan, acting sales manager for General Motors in Argentina.

FORD SENDS 500 TONS OF CARS FROM NEWARK TO SO. AMERICA

Newark, N. J., Dec. 8.—The Ford Motor Company sent its first shipment of cars from Port Newark yesterday. The shipment consists of 500 tons of automobiles bound for South America and western coast ports on the Transmarine liner Suricheo, which is under charter to W. R. Grace & Co.

CHEVROLET PLANT STARTS DEC. 15 AT NORWOOD

Cincinnati, Dec. 8.—Complete operation of the Norwood plant of the Chevrolet Motor Company will be in effect by December 15, when between 2,600 and 3,000 employees will be back at work, according to plant officials.

Parts for the new Chevrolet models have been arriving from the factory daily, in large numbers, and everything now is said to be on hand for assembling the new cars with the exception of a sufficient number of bodies. The Fisher body plant is turning out Chevrolet bodies as rapidly as possible, and full time work at the latter plant is said to be assured by December 15.

Illinois A. T. A. Announces Program For Tenth Convention Dec. 10-11

Dixon, Ill., Dec. 8.—The tenth annual convention of the Illinois Automotive Trade Association will be held in Downing Hall here December 10 and 11. The following program has been arranged:—

Monday, December 10, 8.30 p. m., Open forum meeting—J. B. Brant, second vice-president, presiding.

Tuesday, December 11, 9.30 a. m. Open ng session—William E. Johnston, president, presiding; reports of officers; brief introduction of local groups; appointment of convention committees; report of nominating committee and reading communications; report of legislative work and prospects; address, "1928 Experiences and 1929 Demand," Milan V. Ayres of National Association of Finance Companies; address, "Dealer Association Salvage Yards," A. C. Faeh, National Automobile Dealers' Association.

12 Noon—Luncheon; Robert E. Lee, St. Louis, address; 1.30 p. m., afternoon session—W. E. Butler, first vice-president, presiding; address, "The 'Abused Car' Problem," C. A. Vane, National Automobile Dealers' Association; 2.30 p. m., address, "The Problem of the Employer," Gordon L. Hostetter, Chicago Employers Association; 3.15 p. m., address, "What a Dealer's Insurance Should Be," Chase M. Smith, attorney, Lumberman's Mutual Casualty Company; 4 p. m., President W. E. Johnston, presiding, business meeting, committee report, election.

Ford Sued for $250,000 by Vance, Who Charges Car Delivery Delay

Cleveland, Dec. 8.—William L. Vance, as president of the Vance Motor Company, formerly large Ford dealer in Cleveland, today filed suit against the Ford Motor Company for $250,000.

Vance asked damages of $100,000 and $150,000 for loss of future profits as a result of protracted delays in delivery of the new Ford car.

William L. David of counsel for Vance said that Vance already has on file in Detroit courts a suit for $150,000 damages against the Ford company because of alleged libel. He charges that the Ford company published to bankers a letter declaring the Vance company insolvent.

The Detroit suit is filed by the attorneys who defended the Chicago Tribune against the $1,000,000 libel suit brought by Henry Ford, and in which Ford recovered a 6-cent verdict.

The Cleveland suit is believed to be the first ever filed to test the validity of the Ford unilateral contract.

Vance charges Ford Motor last summer revoked his dealership contract without notice and without assigning a reason, although he had booked orders for 6,000 cars, on which he had accepted payments of $11,000.

Vance is to base the suit on alleged verbal promises made by local agents of the Ford company, in which, he said, they promised him

(Continued on page 2)

More Gains Reported in Car and Truck Registrations for October

New York, Dec. 8.—The following October passenger car reports were received today:—

Alabama—Auburn 4, Buick 551, Cadillac 18, Chandler 24, Chevrolet 2,219, Chrysler 273, De Soto 34, Dodge 404, Durant 85, Erskine 44, Essex 182, Falcon Knight 1, Ford 2,153, Franklin 3, Gardner 2, Graham Paige 46, Hudson 69, Hupmobile 66, Jordan 1, La Salle 24, Lincoln 3, Marmon 9, Moon 1, Nash 141, Oakland 39, Oldsmobile 56, Packard 30, Peerless 1, Plymouth 73, Pontiac 295, Reo 20, Studebaker 107, Stutz 7, Whippet 543, Willys-Knight 44, total 7,572.

Tennessee—Auburn 1, Buick 186, Cadillac 14, Chandler 24, Chevrolet 1,017, Chrysler 96, De Soto 47, Dodge 175, Durant 34, Erskine 49, Essex 130, Ford 1,279, Franklin 8, Gardner 6, Graham Paige 61, Hudson 21, Hupmobile 50, La Salle 20, Lincoln 2, Marmon 1, Moon 3, Nash 121, Oakland 6, Oldsmobile 69, Packard 40, Peerless 1, Pierce-Arrow 1, Plymouth 62, Pontiac 136, Reo 14, Studebaker 58, Stutz 3, Whippet 163, Willys Knight 22, miscellaneous 1, total 3,929. Last year's report for this same month showed that 2,476 cars were registered; the gain is 1,453 cars, or 58 per cent.

October commercial car registraion reports received today follow:—

Iowa—Chevrolet 393, Diamond T 5, Federal 5, Ford 229, G. M. C. 20, Graham 54, Indiana 4, International 107, Mack 2, Reo 34, Whippet 1, White 3, miscellaneous 12, total 869. Last October 415 cars were registered. The gain is 454 cars, or 109 per cent.

Nebraska—Chevrolet 284, Diamond T 2, Ford 174, G. M. C. 34, Graham 30, Indiana 1, International 73, Mack 1, Reo 10, Sterling 1, Studebaker 1, Whippet 1, White 4, miscellaneous 9; total 625. There is a decided gain of 297 cars in this state over last year's report, or an increase of 90 per cent.

Ohio—Autocar 15, Brockway 1, Chevrolet 765, Diamond T 13, Federal 25, Ford 534, G. M. C. 74, Graham 164, Indiana 18, International 120, Mack 14, Relay 5, Reo 78, Republic 7, Sterling 1, Stewart 7, Studebaker 10, Whippet 31, White 41, Willys-Knight 11, miscellaneous 42; total 1,976. There is a 53 per cent. increase—681 cars—over the same month last year, when 1,295 cars were reported.

Tennessee—Chevrolet 201, Federal 13, Ford 87, G. M. C. 30, Graham 39, International 42, Mack 12, Reo 8, Republic 2, Studebaker 3, Whippet 7, White 7, miscellaneous 3; total, 449. In October, 1927, 215 cars were registered in this state, making a gain of 234 cars, or an increase of 108 per cent.

Vermont—Chevrolet 37, Federal 7, Ford 37, G. M. C. 6, Graham 21, International 21, Mack 6, Reo 9, Stewart 4, Studebaker 1, White 3; total, 152. In October, 1927, there were 114 cars registered in this state, making a gain of 38 cars this year, or an increase of 33 per cent.

JOHN W. DARR JOINS HANFF-METZGER, INC.

New York, Dec. 8.—John W. Darr, well-known automotive advertising man and writer on automobile trade subjects, has joined Hanff-Metzger, Inc., advertising agency here. This move naturally focuses the attention of the advertising industries on Hanff-Metzger, and may indicate that this agency, which has been so successful in other lines, is about to invade the automotive industry. Notable among the clients of Hanff-Metzger is the Texas Company, producer of Texaco petroleum products.

BATTERY MAKERS COST COMMITTEE TO MEET AT NIAGARA FALLS DEC. 13

New York, Dec. 8.—The two-day session of the cost committee of the National Battery Manufacturers' Association is scheduled for December 13-14 at Niagara Falls. The first two-day session of this committee was held in Buffalo in November, at which time a constructive report on a uniform cost system was started.

A special committee has been appointed by President Berry to look into the feasibility of publishing data sheets giving battery specifications on cars to be used by members of the association. This committee, of which A. R. Reid of USL Battery Corporation is chairman, will meet December 14 to discuss the subject.

The code of ethics adopted by the association in 1925 is being revised. Plans for the next convention, to be held some time in April at Cincinnati, are now being formulated by the program and entertainment committee.

Two new members have been added as follows: Perrine Quality Products Company of Waltham, Mass., and the Sturges Multiple Battery Corporation of Jamaica, L. I.

Sales Field Seen In Aircraft Trade

New York, Dec. 8.—Sales opportunities in the aircraft industry for automotive manufacturers and wholesalers are indicated in a preliminary survey of the aircraft market, which has just been sent to members by the Motor and Equipment Association.

The survey was made under the auspices of the Motor and Accessory Manufacturers Association, which, with the Automotive Equipment Association, has been merged into the new M. E. A. The survey summarizes aircraft registrations, airport locations, sources of supply for aircraft manufacturers, operators and service stations, shop equipment commonly used and parts, accessories and supplies most frequently in demand at the flying fields. Experiences of automotive wholesalers in supplying the aircraft market in their vicinities are also summarized.

The survey, made under the direction of Neal G. Adair, sales development manager of the M. E. A. and the former M. and A. M. A., also contains definite suggestions to manufacturers and wholesalers for development of aircraft business.

$15,000,000 PIPE LINE CONTRACT IS AWARDED

Milwaukee, Wis., Dec. 8.—The entire contract for the oil pipe line to run from the Mid-Continent field in Oklahoma to Chicago and Lockport, Ill., amounting to $15,000,000, has been awarded to the A. O. Smith Company, Milwaukee. The contract, while not the largest in value received by the Milwaukee concern, represents the longest single pipe line for which a contract has ever been received here.

The line will be 636 miles long, running from the oil field storage tanks direct to the refining plants in the Chicago district. Two corporations, the Texas Oil Company and the Empire Gas and Fuel Company, have united to build the line, with a subsidiary corporation, the Texas Empire Pipe Line Company, in charge of construction.

CONSOLIDATED BUYS 8 SOUTH JERSEY BUS LINES

Camden, N. J., Dec. 8.—The biggest motor bus transaction of the year in New Jersey is the purchase by the Consolidated Bus Company of this city of eight bus lines in south Jersey at a cost of approximately $2,000,000.

The eight independent lines purchased are as follows: Stamper lines to Atlantic City, Ocean City, Wildwood, Berlin and Barrington; the Tri-State lines from Philadelphia to Moorestown, Mount Holly and Burlington; Nelson & Johnson Haddonfield line, Fairview bus line, Garrigues and the few smaller independent lines to Barrington, Garrigues line to Turnerville, Johnson line to Williamstown and the Woodbury line.

The Consolidated is headed by Patrick Harding as president, O. G. Schultz treasurer and George Booz secretary.

The Stamper line is reported by Stamper to have been sold for $125,000. The former owners of the other lines refused to give their sale figures.

Ford's Radiator Unit, Green Island, Will Start on Jan. 1

Cohoes, N. Y., Dec. 8.—Three carloads of machinery arrived at the plant of the Ford Motor Company, Green Island, this week and will be installed immediately for use in an additional unit to the radiator department. Superintendent J. F. Tholl expects operations to be under way by January 1, with the new department incidentally meaning a large increase in production activities. All departments of the plant are again humming with activity.

Production at the plant is being confined to the manufacture of shock absorbers, springs, pistons, truck springs, radiators, radiator rods and batteries. Much of the output is being shipped to assembly plants for use in the new models.

New workers are constantly being added as the new departments swing into full production and company officials place the number of workers on day and night shifts near the 1,500 mark. The present working force is over double that employed at this time last year.

It was previously reported through error that radio sets were being manufactured at the Green Island plant.

$250,000 Suit Against Ford

(Continued from Page 1)

that if he would retain his dealership the Ford company would assure him adequate deliveries by January, 1929, to fill all orders.

Vance charges this promise was made when he threatened to give up his contract and take on another line.

Vance, in his petition, says that when he was sales manager for the Warner Bateman Company, Reo distributor here, five years ago, Ford agents, needing a truck representative in this district solicited him to take a Ford dealership. He did. Then he said Ford agents aided him in selection of his downtown site and in the construction of his building in which he spent $85,000.

He said he had lost $50,000 through advertising and business promotion to land orders on the new Fords for future delivery.

Obituary Notes

MISS RUTH STOCKWELL

Marshalltown, Ia., Dec. 8.—Miss Ruth Stockwell of the Neil & Stockwell Motor Company, Marshalltown, Ia., died in a hospital in Los Angeles recently. Her illness occurred during a vacation trip and death followed an operation. Burial was in Belle Plaine, Ia. The firm of Neil & Stockwell handled the Oldsmobile, and as two of the very few women engaged in the automotive industry in Iowa were very successful automotive merchants.

The business will be continued by Miss Margaret Neil, former partner, under the name of Neil & Stockwell Motor Company.

CLASSIFIED ADVERTISEMENTS IN THE AUTOMOTIVE DAILY NEWS BRINGS RESULTS

SPARKS from DETROIT

Stout's Start

* * *

Old Newspaper Days

* * *

A Willys Story

* * *

Monkey Wrench

Walter Boynton—Detroit Editor

RETURN of William B. Stuot to America after a European vacation recalls that fact that he got one of his earliest starts in the newspaper business. Some little time ago he was on the editorial staff of the St. Paul Dispatch, where he had charge of a department dealing with shop work among the boy readers.

Of course, there was a real shop in part of the newspaper plant, and here Mr. Stout spent most of his time, tinkering and experimenting, working out problems and writing about them in his department of the paper. Old associates recall that he leaned, even in those days, to the airplane, and without question some of the ideas that are embodied in the type of plane now being made by the Ford Motor Company resulted from the existence of that little shop up in St. Paul. Mr. Stout has for long been a writer. One of his feature stories that attracted a good deal of attention was about a motorcycle trip that he made in Europe, a sort of running commentary on what he saw and did.

On the last trip to Europe, Mr. Stout did not ride a motorcycle.

* * *

TALKING to a crowd of newspaper and magazine men at the Willys-Overland luncheon the other day, George M. Graham, assistant to President John N. Willys, confessed among other things that he had been a newspaper man. He added in some detail that the giants of his day among the scribes had been replaced with a less hardy and red-blooded breed of citizens.

"When the crowd was getting out of the automobiles today," said Mr. Graham, "I noticed one man with spats. No newspaper man would have ventured to wear such things when I was doing work for a Philadelphia paper. His life would have been in jeopardy, at the hands of his outraged associates. And only just now, I saw a number of newspaper writers eating ice cream. It made me shudder. In my time, chewing tobacco was the only kind of dessert that was considered good form."

* * *

IN the absence of Mr. Willys, Mr. Graham told a story about his chief, which he asked the assembled writers to keep quiet, except to the extent of giving it the widest possible circulation at all times.

"It was back in 1908," said the veracious Mr. Graham, "that I first met John N. Willys, down in Philadelphia. Naturally, I was charmed with his urbanity. It was considered the thing, in those days, to invite a friend to a place called a bar, where beverages called drinks were customarily served. Mr. Willys was hospitable and we entered the place of refreshment and entertainment together. I may say in passing that Mr. Willys has long since discontinued this branch of hospitality.

"Being a newspaper worker, I naturally had a wide acquaintance in Philadelphia and many of my friends 'happened in' to the room in which Mr. Willys and I were standing. I introduced all comers to him and he was genially glad to ask them to 'join us.' The crowd got rather large, but Mr. Willys welcomed all comers while he urged them to come in on the party that had started with just the two of us, who still had the original libation in front of us.

"I thought that I had never seen a more delightful and charming host. And then—some one came to his side and warned him that his train was leaving in ten minutes. Mr. Willys shook hands cordially with me, waved a farewell to the later comers and left the place.

"He also left me with all the checks to pay. This was a sign of genius. While he could think of big things, he was not too much preoccupied to keep his mind clearly on the little ones—like the checks. He is a truly great man."

* * *

COLIN CAMPBELL, the Willys-Overland sales head, talking informally at the same luncheon, had a confession to make, too. It dealt with his earliest working days when he was a cub in a newspaper pressroom.

"One day," said Mr. Campbell, "I did something that irritated the foreman and he threw a monkey wrench at me, just by way of showing his disapproval. It missed me and I picked it up and threw it at him. It missed him, but bounced onto the press and landed right on the cylinder.

"When I heard the foreman yell and the sound that the wrench made as it went through the stereo, I just reached for my hat on my way out—and kept on going. I had a half week's pay coming, but I figured out very promptly that I needed my life more than I did the money.

"I kept permanently out of the newspaper business after that—and I have a great respect for what a monkey wrench can do when it gets into the machinery."

* * *

LEONARD A. BLACKBURN, recently appointed special engineer in the production department of the Oakland Motor Car Company by A. R. Glancy, president and general manager, used to be resident engineer at the plant. Under his supervision, plans have been prepared and construction completed of several million dollars' worth of new factory buildings. Mr. Blackburn and his chief speak the same language. Mr. Glancy put six and a half years into building two sections of the Catskill aqueduct for New York, plus building the Queen's Highway and the Passaic Valley sewer system for Newark, N. J. His biggest job was the construction of the Old Hickory powder plant for the Du Ponts, that cost $92,000,000 and was completed in record time.

ARTHUR SCHOENTHAL BUYS FORD DISTRIBUTORSHIP

Buffalo, N. Y., Dec. 8.—Arthur Schoenthal, who has been with the A. K. Dickson Company, Ford distributor, at Fredonia, N. Y., for several years, has purchased Mr. Dickson's interest in the firm, and becomes sole owner January 1. The purchase includes the Park Garage, which Mr. Dickson also operates, in Fredonia.

Subscription Order Form

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November Car Sales in Wayne County Increase 100%

Total for Month 4,644, Compared With 1,541 Units

Special from A. D. N. Detroit Bureau

DETROIT, Dec. 8.—More than twice as many passenger cars were registered in Wayne county in November as were registered by all makes of cars in the same month a year ago.

This is, of course, a remarkable showing, but the fact is that all registrations were low in that month in 1927, with a total of 1,541, to which Ford contributed only three units.

Last month Ford registrations were 1,599, out of a total of 4,644. So there was a gain for the month of the difference between 4,644 and 1,541, or 3,103 units, a trifle over 201 per cent.

As the result of special drives and price reductions, some very high percentages of increase were rolled up in November, compared with last year's figures. Chandler's percentage of increase was 500 and that of Jordan was 333.3. Barring the extraordinary Ford increase, which figures out to 53,200 per cent., the largest individual increase was shown by Dodge registrations, at over 560 per cent.

Details follow:—

Car—	November 1928	November 1927	Increase
Ford	1,599	3	1,596
Oakland	238	53	185
Pontiac	330	102	228
Hudson	80	69	11
Essex	313	156	147
Chevrolet	344	235	109
Chrysler Plymouth	269	124	145
Buick	268	194	74
Dodge	185	28	157
De Soto	154	not made	154
Whippet	115	19	96
Willys-Knight	25	18	7
Graham-Paige	127	27	100
Cadillac-La Salle	104	110	*6
Hupmobile	93	103	*10
Oldsmobile	83	41	42
Studebaker-Erskine	81	79	2
Packard	70	47	23
Nash	60	30	30
Star-Durant	19	11	8
Marmon	18	44	*26
Reo	16	17	*1
Jordan	13	3	10
Chandler	12	2	10
Peerless	8	7	1
Lincoln	6	8	*2
Miscellaneous	8	11	*3
Totals	4,644	1,541	3,103

*Decrease.

OHIO PLACES 1,700,000 LICENSE TAGS ON SALE

Columbus, O., Dec. 8 (U. T. P. S.).—Almost 1,700,000 automobile license tags went on sale in Ohio December 1. The initial shipment of tags from the Ohio State Department of motor vehicle registration equals the total number of tags distributed by the department through its deputies for the whole of 1928.

The sale of tags for 1929 is expected to show an increase of approximately 10 per cent. over the sales for 1928 in passenger cars, and an increase of 5 per cent. in commercial vehicles.

Plate No. 1, formerly reserved for the governor, has been given to Mrs. J. A. House of Cleveland. A specially designed tag has been made for the governor's automobiles.

HEAR GRAHAM BROTHERS IN TRADE MOVIETONE

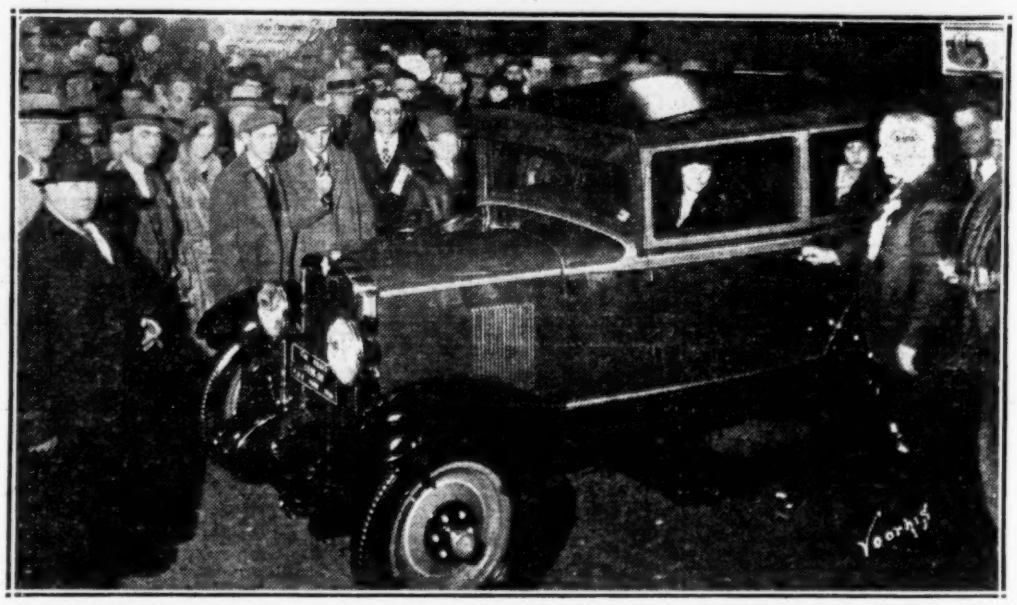
Washington, Dec. 8.—First use of the talking motion picture in business was demonstrated to fifty automobile dealers, guests of the Graham-Paige Company, at a luncheon meeting in the Mayflower Hotel here Monday.

The speaking film opened with a prologue by Lionel Atwill, actor, and was followed by the three Graham brothers. It was the first time heads of the firm have had the opportunity to deliver personal messages directly to dealers in every community. Milo D. Herron, general manager of the local Graham-Paige factory branch, predicted great possibilities for the speaking film in business.

ORR ADDS "WHIZ" LINE

Evansville, Ind., Dec. 8.—The Orr Iron Company, jobber, has been appointed distributor for the "Whiz" line of chemical manufactured by Hollinghead & Co., Newark, N. J., for the area of southern Indiana and Illionis, and western Kentucky. William A. White, manager of the automotive supplies department, announced.

INDIANAPOLIS VIEWS NEW CHEVROLET—More than 80,000 citizens of Indianapolis inspected the Chevrolet Six models during the recent three-day showing in that city, arranged by C. P. Fisken, zone manager. Part of a crowd in the Chateau Room of the Claypool Hotel, where the advance showing was held, is shown below. More than 300 orders were placed in the three days.



Trend Toward Cars As Xmas Gifts in Denver Increasing

Denver, Col., Dec. 8.—Indications are observed by local automobile dealer that the practice of giving motor cars for Christmas presents is likely this year to attain a larger volume than ever before.

Reports reaching automobile companies here have been carrying intimations for a week or more that prospects are beginning to come in to dealers' salesrooms to make inquiries about Christmas delivery of the models they have been considering.

"There are two angles of automobile buying for Christmas," said C. S. Norton, local Hupmobile distributor. "Some people give a car as a present to the family; others give the car itself a present.

"The two-car ownership practice is firmly established in this country, as is evidenced by the fact that practically every home now being built is provided with a two-car garage. The practice undoubtedly exercises a strong influence on Christmas automobile buying."

Betts-Curtis Co. Formed to Build Buses and Trucks

Long Beach, Cal., Dec 8.—The Betts-Curtis Motors, a $1,000,000 motor truck manufacturing concern, has been incorporated here and a factory opened at 1225 West Ocean Boulevard, according to John H. Betts, president, who, until recently, was the head of the B. & H. Transportation Company, local bus line operators.

The company controls an invention patented by Harry E. Curtis, formerly chief mechanic for the B. & H. Company, covering a new method spring suspension and engine mounting.

The plant plans to assemble about 200 trucks annually to be distributed throughout the southern California territory. They will be made of standard parts and will be 3½ to 5 tons capacity for the four-wheel type and up to 34,000-pound capacity for the six-wheel models. Buses also will be assembled.

The Betts-Curtis Motors consists of John H. Betts, president; Harry E. Curtis, vice-president; Edna D. Betts, secretary-treasurer, and John L. Betts and E. F. Dobie, directors.

INDIANAPOLIS CHEVROLET ZONE CHARTERS TRAIN

Indianapolis, Ind., Dec. 8.—The Indianapolis Chevrolet zone chartered a special train to take its salesmen and dealers to Cincinnati today, where a special regional showing of the new Chevrolet sixes was arranged at the Sinton Hotel.

LOUISIANA CAR SALES IN 10 MONTHS 27,385

New Orleans, La., Dec. 8.—Louisiana purchased more than 2,700 new automobiles each month during the first ten months of 1928, a gain of more than 700 cars and trucks for each month over the same period of 1927.

Automobiles purchased during the first ten months of the year totaled 27,385, as compared to 20,465 during the same months of the previous year, according to figures compiled by a statistical bureau. As announced in figures made public recently, New Orleans accounted for approximately one-third of this increase in car buying. This city purchased approximately 2,500 more automobiles during the first ten months of 1928 than in the same period of last year.

ALEX CLARK MOTOR CO. GETS ADDED TERRITORY

Houston, Tex., Dec. 8.—Announcement is made here that the territory of the Alex Clark Motor Company, distributor of Hudson-Essex cars, has been increased from thirty-four counties in south Texas to eighty-one counties. During the three years this firm has had the distribution of these cars in this territory, more than $7,000,000 worth of cars have been sold.

COMPANY ADOPTS TALKING MOVIES

Graham - Paige Uses New Device to Reach Its Dealers

Special from A. D. N. Detroit Bureau

DETROIT, Dec. 8.—Graham-Paige is taking the talking movies "on the road," to promote the attendance at the company's national dealers' meeting here in January, just before the New York show.

A portable apparatus, contained in three trunks only slightly larger than the average wardrobe trunk, is used. It is the first portable reproducing device of the kind ever utilized in the world, and is serving to present the three Graham brothers in action photographs and voice production to the dealer body. It would obviously be impossible for all three to cover the entire country, even if they could make it possible to journey to the more distant outposts together for each meeting. By using this device, they carry their message to every community, and the advantages of a simultaneous presentation in two or a hundred towns are obvious.

It happened that Robert C. Graham was in London when the plan for the film was completed. His speech was recorded before the camera there, rushed to America, fitted in with the addresses of Joseph B. and Ray A. Graham, and the complete presentation was ready for delivery before he returned, in person, to America.

In the program that is being presented before gatherings of the Graham-Paige dealers there is a prologue, with scenes illustrating the principles of the Legion and incidental music by the Roxy Theater orchestra, plus a sequence by Lionel Atwill. This leads up to the personal addresses of the Grahams, inviting the dealer body to convene in Detroit January 3 and 4 for a monster dealer gathering. Following the addresses, the Graham-Paige Legion March is played and there is an epilogue, spoken by Atwill.

for Economical Transportation

CHEVROLET

Already, Chevrolet dealers have taken thousands of orders for the Outstanding Chevrolet of Chevrolet History. Everyone is amazed and delighted that a six-cylinder car of such beauty and distinction and performance can now be secured in the price range of the four!

CHEVROLET MOTOR COMPANY, DETROIT, MICHIGAN
Division of General Motors Corporation

QUALITY AT LOW COST

Bigger and Better

Automotive Daily News

"Of, By and For the Entire Automotive Industry"

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ADVERTISING AND BUSINESS HEADQUARTERS

2716 Graybar Bldg., New York, N. Y. Telephone LEX ington 6388
Harry A. Tarantous, Business Manager; J. Edward Schipper, Eastern Manager; George M. Slocum, Manager Detroit Bureau, General Motors Building, Detroit, Mich., phone Empire 3500; Willard R. Cotton, Western Manager, 333 North Michigan Ave., Chicago, Ill., phone Central 5936; Metz B. Hayes, New England Manager, Little Building, Boston, Mass.; Blanchard, Nichols & Coleman, American National Bank Building, San Francisco, Cal.; Lincoln Building, Los Angeles, Cal.; 1037 Henry Building, Seattle, Wash.; Philadelphia Office, 15th and Cherry Streets. **Address ALL advertising and business correspondence to 2716 Graybar Building, New York City.**

EDITORIAL DEPARTMENT

350 Hudson St., New York, N. Y. Telephone CAN al 1000
Alexander Johnston, Editor; L. E. Levick, News Editor; Walter Boynton, Editor Detroit Bureau, Detroit, Mich., phone Empire 3500. Contributing Editor: John C. Wetmore.

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1928, a Record Year

WITH the release by the N. A. C. C. of the production figures for November, it becomes certain that 1928 will break the previous record, which was established in 1926. Last year is left far behind.

During November our motor vehicle plants turned out a total of 280,000 units, against 266,000 units in the same month of 1926. This places the total production for the eleven months of 1928 at 4,367,584. During the same period of 1926 the total was 4,328,239. In 1927 the eleven months' total was 3,436,755.

With only December production out, we are faced with this situation: In 1926 the industry established a record for the last month of the year of 175,000. There is every reason to believe that this will be surpassed during the month's operations on which we are now engaged. The chances are that the total output for 1928 will surpass the old 1926 record by some 50,000 units.

In analyzing the record made in the present year, we must remember that Ford, one of the heaviest producers, did not get into important production until the middle of the year. Chevrolet will undoubtedly hold first position this year with a production comfortably over the million mark and a generally understood schedule of 1,250,000 for 1929. Ford will be a real factor in the 1929 production race, and there is every reason to believe that more cars will be turned out by the industry next year than the forthcoming 1928 record figure.

The Automotive Daily News many weeks ago called attention to the fact that vehicle manufacturers had laid out a program for 1929 calling for a production of 6,000,000 passenger motor cars. Col. Ayers of Cleveland has since confirmed our estimate with the statement that a total of 7,000,000 vehicles, both passenger and commercial, were being scheduled. We believe that such production is beyond the ability of the market, domestic and export, to absorb. There must be a revision of schedules to meet the actual market, but nevertheless the year 1929 holds forth every promise of being a record period with the industry enjoying record prosperity.

Labor Gets Most

ONE of the problems that assail nations, even so prosperous a one as this of ours, is that of unemployment. It sometimes happens that the country as a whole is in reasonably good shape, with money fairly plentiful, and yet there is a floating population which is not able to share in the general prosperity. During the late political campaign many references were made to this problem of unemployment, with fervent promises of an earnest intention to cure the ills that exist.

In this connection it may not be out of order to call to the attention of politicians the fact that in no other way in which public money can be spent does labor benefit to the same extent as it does from road building. The Iowa State Highway Commission has recently issued an interesting bulletin, based on exhaustive survey and showing that labor receives 52 per cent. of all money spent on road building.

The Iowa road authorities found that it cost their state an average of $28,184 to build a mile of hard-surfaced highway. Of this amount $15,706 goes to labor through various channels. The rest of the cost is distributed as follows: Stone, $3,441; cement, $5,856; reinforcing steel, $850; freight, $5,520; grading, $2,000, and miscellaneous items, including profits, $8,517.

The answer would seem to be that when unemployment bothers a nation, the best thing it can do it to plunge into an orgy of road building. This is an extremely good angle from which highway development enthusiasts may promote their campaigns for increased road construction.

New Shop Equipment

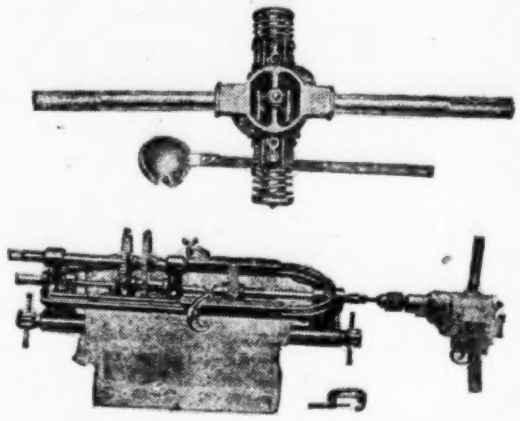
BEAR SPINDLE GAUGE NO. 2

BEAR MFG. COMPANY, Rock Island, Ill.

With this gauge it is said to be possible to accurately check the spindles of passenger cars and trucks so that a bent spindle which would affect the camber or pitch of the wheel is readily detected. The gauge revolves about the spindle, checking it at each point in the circumference. The gauge is finished in copper plate and is priced $20, complete.

HEMPY-COOPER REBABBITTING UNITS

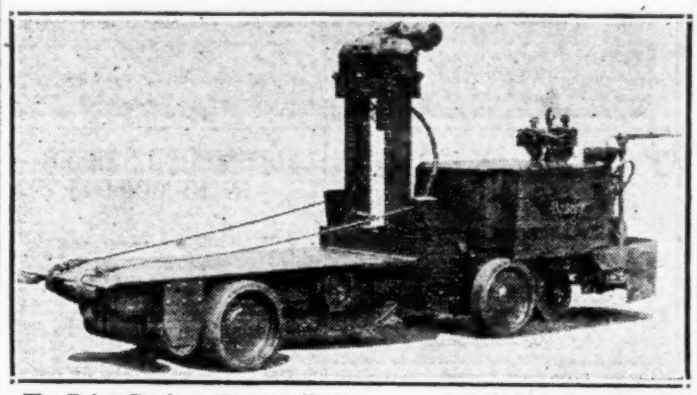
HEMPY-COOPER MFG. CO., 418 Archibald Ave., Kansas City, Mo.



This equipment includes a jig for pouring new main bearings in the Model A Ford cylinder block and is automatically adjutable to various length bearings. It is said to accurately cast flanges on the rear bearings. A two-lipped ladle is also provided and a main bearing boring machine which bores all three main bearings in one operation and in perfect alignment. A straight reading micrometer simplifies the setting of the cutting tool. These tools are being offered on liberal terms, with a small down payment, and are said to yield a good profit for winter reconditioning work.

LOADS STEEL IN 10-TON PACKAGES

BAKER-RAULANG COMPANY Cleveland, O.



The Baker-Raulang Company has perfected an electric storage battery truck which will load ten-ton packages of sheet steel into box cars, and will do this without breaking through car floors. The handling of steel sheets has always been a serious problem. The sheets have had to be handled singly, or three or four at a time by hand. It is a tedious and expensive process and often results in scratching the polished sheets, which are used for automobile body work. These scratches must be polished off before the body is finished, increasing the manufacturing cost. This new truck is known as the Baker type D-96 articulated tilting truck. It is rather unique in its design in that it is articulated, or hinged, in the center. This hinge enables it to make the very short turn from the loading dock through a six-foot car door with a package as large as 48 inches wide and 102 inches long. In operation this truck is like a one-horse wagon, if the horse were turned around in the shafts and faced the wagon. The power section of this truck carries the battery and the driving and steering apparatus. The load section consists of a tilting platform mounted on a single axle and includes the hoist for tilting the platform and a double drum power winch. Sheets which are to be handled by the Baker articulated tilting truck should be provided with 2x4 wood skids and firmly strapped together. The truck will pick such a package up from the floor, but in order to handle the maximum tonnage it is recommended that the packages be placed on the truck platform by means of an overhead crane. The steel is usually weighed just before it is loaded, and when the crane picks it up from the scale the truck platform is run underneath. The truck then carries the load from the scale and places it in the car. Under such conditions, and making ample allowances for delays, the truck will load approximately 500 tons of sheet in a ten-hour day, putting a package weighing from six to ten tons into a car in from ten to twelve minutes. Under the present system two men will load approximately eighty tons of sheet per day by hand. Accordingly, this truck, with an operator and a helper, will replace twelve men and will eliminate all of the damage to the sheets as a result of scratching or rusting.

Sheets larger than 48x102 inches handled, but automobile cars with ten-foot door widths are required. This same truck may be used for unloading cars, the cables pulling the package up onto the truck platform. In case the consignee is not equipped with such a truck the straps can be cut and the steel unloaded by hand as at present.

NEW KANT-RUST PRODUCTS

(Kant-Rust Products Company, Rahway, N. J.)

A new combination which includes five gallons of Kant-Rust and a new cup type spray gun costing the dealer $22.50 is being offered by this company. Winter Kant-Rust, a new product being packed 12 to a dealer's carton and weighing about 7 pounds, is used to thin heavy grease in transmissions and rear ends.

CLASSIFIED ADVERTISEMENTS IN THE AUTOMOTIVE DAILY NEWS BRINGS RESULTS

CALENDAR OF COMING EVENTS

DECEMBER

1-10—**Montevideo, Uruguay.** 6th annual motor show.
8-19—**Brussels, Belgium.** Automobile and motorcycle show.
10-12—**New York City.** National Highway Traffic Association annual meeting.
10-15—**New Orleans, La.** Seventh Annual Asphalt Paving Congress.
12-14—**Washington, D. C.** International Air Conference.
13-14—**Washington, D. C.** National Research Council
19—**Seattle, Wash.** Automotive Maintenance Association, annual banquet.

JANUARY

7-12—**Camden, N. J.** Automobile Show
8-12—**Philadelphia.** American Welding Society, meeting, Bellevue-Stratford Hotel.
10—**New York city.** Society of Engineres, annual dinner at Hotel Waldorf-Astoria.
5-12—**New York city.** N. A. C. C. Show
11-20—**Amsterdam, Holland.** Automobile show.
12-19—**Buffalo, N. Y.** Automobile show.
12-19—**Newark, N. J.** Automobile show.
12-19—**Philadelphia, Pa.** Automobile show.
12-19—**Milwaukee, Wis.** Automobile show.
13-19—**Cincinnati, O.** Automobile show.
14-18—**Los Angeles, Cal.** American Society for Steel Treating, semi-annual meeting.
14-18—**Los Angeles, Cal.** Western States Metal and Machinery Exposition.
14-19—**Atlanta, Ga.** Automobile show.
14-19—**Cleveland, O.** American Roadbuilders' Association, Inc., Convention and Show.
15—**Cleveland, O.** Equipment for Motor Trucks, Inc., members and visitors meeting.
15-18—**Detroit, Mich.** Society of Automotive Engineers, annual meeting.
18-26—**Columbus, O.** Automobile show.
19-21—**Montreal, Canada.** National Motor Show of Eastern Canada.
19-26—**Albany, N. Y.** Automobile Dealers Association, automobile show.
19-26—**Pittsburgh, Pa.** Automobile Dealers Association, passenger car, accessory and shop equipment show.
19-26—**Detroit, Mich.** Detroit Automobile Dealers' Association Show at Convention Hall.
19-26—**Baltimore, Md.** Automobile Show, 5th Regiment Armory.
19-26—**Louisville, Ky.** Automobile show at Armory.
21-26—**Wilmington, Del.** Automobile show.
21-26—**Scranton, Pa.** Automobile show.
21-26—**Rochester, N. Y.,** Automobile show
23—**Detroit, Mich.** Auto Trade Association, Ninth Annual Convention at Book Cadillac Hotel.
23-Feb. 6—**Cairo, Egypt.** 2d international automobile show.
24-25—**Greensboro, N. C.** North Carolina Automotive Trade Association, annual convention.
26-Feb. 2—**Chicago.** Automobile Salon at Drake Hotel.
26-Feb. 2—**Chicago.** N. A. C. C. Show.
26-Feb. 2—**Cleveland, O.** Automobile show.
26-Feb. 2—**Washington, D. C.** Automobile Show.
26-Feb. 4—**San Francisco, Cal.** Automobile show.
28-29—**Chicago, Ill.** National Automobile Dealers Association convention at Palmer House.
28-Feb. 2—**Elmira, N. Y.** Automobile Merchants' Association, annual show.
30-Feb. 16—**Rome, Italy.** International Salon.

FEBRUARY

2- 9—**Harrisburg, Pa.** Nineteenth Annual Automobile Show.
2-10—**Seattle, Wash.** Automobile show.
4- 9—**Ottawa, Canada.** Motor Show at Coliseum.
4- 9—**Syracuse, N. Y.** Automobile Show.
4- 9—**St. Louis, Mo.** Automobile Show.
4- 9—**Grand Rapids, Mich.** Automobile Show.
4- 9—**Wichita, Kan.** Automobile Dealers' Association Show.
5- 9—**Peoria, Ill.** Automobile Show.
9-16—**Kansas City, Mo.** Automobile Show at American Royal Building.
9-16—**Los Angeles, Cal.** Automobile Salon at Hotel Biltmore.
11-16—**Denver, Colo.** Automobile Show at Auditorium.
13-16—**Mankato, Minn.** Automobile Show.
13-18—**Denver, Col.** Automobile show.
16-23—**Hartford, Conn.** Automobile Show.
18-23—**Des Moines, Ia.** Automobile Show.
16-23—**Providence, R. I.** Automobile show.
22-March 3—**Copenhagen, Denmark.** Automobile Exhibition of passenger cars.
21-23—**Holyoke, Mass.** Automobile Show.
23-Mar. 2—**San Francisco, Cal.** Automobile Salon at Palace Hotel.
25-Mar. 2—**Indianapolis, Ind.** Automobile Trade Association Annual Automobile Show.
25-Mar. 2—**Springfield, Mass.** Automobile Show.
27—Mar. 2—**Sioux City, Ia.** Automobile Show.

MARCH

2- 9—**Boston, Mass.** Automobile Show.
2-10—**Los Angeles, Cal.** Sixteenth Annual Automobile Show.
5-10—**Springfield, Ill.** Automobile Dealers' Association, Eleventh Annual Automobile Show.
9-17—**Copenhagen, Denmark.** Trucks, Motorcycles, etc., shows, at Forum.
15-29—**Geneva, Switzerland.** Automobile show.

APRIL

1-Dec.—Barcelona, Spain. Exposition of passenger cars and trucks.

Houston, Tex., Dec. 8.—Plans have been completed by the Rountree Motor Company of this city, Pierce-Arrow dealers, for the construction of a two-story sales and service building to cost $100,000. The building will be erected at Clay and Travis Streets, and is the latest addition to Houston's Auto Row.

Today's Sales Tips

Dunlop Tire Dealers in Co-operative Advertising

Camden, N. J., Dec. 8.—When the "Winterized" Dunlop tires were announced, ten Dunlop dealers in this section co-operated in a full page advertisement having for its theme the elimination of chains and offering good values in the trade-in of the motorists' old tires.

The dealers are: General Auto Supply, warehouse distributor, Camden; Arthur Ayares, Woodstown; Joseph W. Friday, Riverton; F. C. Hess & Son, Haddonfield; Frank L. Wright, Merchantville; Evaul Bros., Haddon Heights; J. William Park, Williamstown; Central Auto Service, Palmyra; Ray's Auto Repair Shop, Collingswood, and James Conley, Mullica.

Invites Rides in Taxicab Driven Over 100,000 Miles

Columbus, O., Dec. 8. — The Walter B. Zimmerman Company, distributor of the Hudson and Essex motor cars, has on display in front of its showrooms an Essex sedan which has been used as a taxicab. Over the top of the car is fastened a large sign that reads: "This Essex has been driven 101,000 miles. Ask for a ride in it."

It was the first taxi owned by the Cy Hills Cab Company, although there are now on the streets of Columbus 269 Essex motor cars used as taxicabs.

The Zimmerman Company took this car in on trade as part payment on a new Essex sedan, in order that it might serve as an advertisement in the selling of new cars. The prospective buyer of a new automobile is taken for a ride in it or is allowed to drive it about the city.

Mr. Cline, the retail sales manager, says that the old Essex motor car has brought the company a large amount of new business.

Motorcycle Service Car Used by Tire Dealer

Little Rock, Ark., Dec. 8.—A motorcycle service car has been placed in operation, as an experiment, by the 555 Tire and Service Company to provide quicker service to its patrons. According to W. J. Kelley, service manager, the motorcycle service will be used to speed up delivery of tires, tubes and other accessories, and it will also be used as a service vehicle in emergency calls.

Mr. Kelley expects the motorcycle to facilitate rendering service to customers in congested areas, where parking is a problem because the motorcycle can easily find parking convenient to the distressed car of the customer, where it would be impossible to park a regular service car. The 555 company has a fleet of ten service cars in operation.

SAFETY WEEK BOOSTS SALES OF ACCESSORIES AND PARTS

Trenton, N. J., Dec. 8.—Garages and service stations in this city report increased business during November, due partly to the safety week which was urged by the Mercer County Automobile Club. Headlight bulbs, brake linings, windshield wipers, were mostly in demand.

Rosedale, Cal., Dec. 8.—Kirby Clark, formerly with S. J. McDonogh, Inc., Sacramento distributor, has started an Oakland-Pontiac dealership here.

New Dealer Appointments By States and Makes

VERMONT

Willys-Overland—Overland Sales Company, White River Junction.

WASHINGTON

Hupp—McMillan Brothers, McCleary.

Graham-Paige—Barney Nienhuis, Oak Harbor; George L. Ford Motors, Olympia; J. J. Kanzler & Son, Ritzville.

WEST VIRGINIA

Dodge—Lloyd Erhard, Davis; E. T. McClintic, Marlington.

WISCONSIN

Graham-Paige — Teutonia Motor Sales, Milwaukee.

ALABAMA

Willys-Overland—Stallworth Motor Co., Beatrice.

ARIZONA

Graham-Paige—Moody Bros. Motor Co., Thatcher.

ARKANSAS

Graham-Paige—Moss Motor Co., Pine Bluff.

Willys-Overland — Angle Motor Co., Black Rock; Crabtree Whippet Co., Eudaro; F. M. Cochran, Bradley.

CALIFORNIA

Studebaker—H. M. Lawton, Fillmore.

Graham-Paige—Middleton Motor Sales, Portola; Dawson Motor Co., Vallejo; Midland Motor Sales Co., Bakersfield; George Crumrine Motors, Inglewood.

Willys-Overland—Corey's Garage, Irvington; Farrington Electric Service, Centerville; Hall's Garage, San Martin; Johnson Motor Co., Fort Bragg; James E. Clark, Delano; H. Fred Hill, Redondo; Tewsley & Boulter, Long Beach.

COLORADO

Studebaker—Quality Motor Co., Greeley.

Graham-Paige — Pheney Motor Co., Durango.

Willys-Overland — The Whippet Store, Fort Morgan.

CURRENT PRICES OF PASSENGER CAR MODELS

AUBURN—6-80. 125 W. B.
4-dr. Spt. Sedan.995|Victoria 1,095
4-dr. Reg. Sed.1,095|Cabriolet 1,095

AUBURN—8-90. 125 W. B.
4-dr. Sp. Sedan.1,395|Victoria 1,495
4-dr. Reg. Sed.1,495|Cabriolet 1,495
Speedster .....1,495|Phaeton Sedan..1,695

BUICK—6-cyl. Series 20. 116 W. B.
2 Bus. Coupe..1,195|4 C. C. Coupe..1,250
5 2-dr. Sedan..1,220|5 4-dr. Sedan...1,320
5 Touring ....1,225|

BUICK—6-cyl. Series 40. 121 W. B.
4-Spt. Roadstr.1,325|5 4-dr. Sedan...1,450
2 Bus. Coupe..1,395|5 De L. Sedan..1,520
4 C. C. Coupe..1,450|7 Touring 1,550

BUICK—6-cyl. Series 50. 129 W. B.
5 Spt. Touring.1,525|5 4-dr. Sedan...1,935
5 Coupe .....1,865|7 Sedan 2,045
5 Brougham ...1,875|7 Limousine 2,145
4 Con. Coupe..1,875|

CADILLAC—Fisher Custom. 140 W. B.
2 Coupe .....3,295|5 Coupe 3,595
2 Roadster ....3,350|5 Sedan 3,695
7 Touring .....3,450|7 Sedan 3,795
4 Phaeton .....3,450|4 Spt. Phaeton..3,950
5 Town Sedan..3,495|7 Imperial 3,995
Conv. Coupe...3,595|

CADILLAC—Fleetwood. 140 W. B.
5 Sedan .....4,195|Tr. Town Cab..5,250
5 Sedan Cab...4,195|Tr. Town Cab..5,500
7 Sedan .....4,295|Tr. Town Cab..5,500
5 Imperial ....4,345|Tr. Lim. Brou.5,500
5 Imp. Cabrio..4,345|5 All Wr. Phae.5,750
5 Club Cab....4,395|5 All Weather
7 Imperial ....4,545| Phae (Imp.)..5,995

CHANDLER—65. 110 W. B.
Coupe .....875|Sedan de luxe....895
Sedan .....895|Sportster 895
5 Touring .....895|Cabriolet 1,075
R. S. Coupe ....955|

CHANDLER—Big Six. 124 W. B.
Metro. Sedan...1,525|Cabriolet 1,825
4 Coupe .....1,725|7 Sedan 1,925
3 C. C. Coupe.1,725|Berline Sedan...2,025
7 Touring .....1,725|

CHANDLER—75. 118 W. B.
Brougham ....1,295|Sedan 1,395
Coupe .....1,295|De Luxe Sedan.1,495

CHANDLER—Royal 85. 124 W. B.
Sedan .....1,795|5 De L. Sedan..1,995
4 Coupe .....1,925|Cabriolet 2,095
3 Coupe .....1,925|7 Sedan 2,195
Touring .....1,995|Berline Sedan..2,295

CHEVROLET—6-cyl. 107 W. B.
Phaeton .....525|Sedan 675
Roadster .....525|Sport Cabriolet...695
Coach .....595|Convert. Landau..725
Coupe .....595|

CHRYSLER—6-cyl. 65.
Bus. Coupe....1,040|Touring 1,075
Roadster (R.S.).1,065|4-dr. Sedan.....1,145
2-dr. Sedan....1,065|Coupe (R.S.)...1,145

CHRYSLER—6-cyl. 75.
Royal Sedan...1,535|Roadster (R.S.).1,565
Coupe (R.S.)...1,535|Town Sedan ..1,655

CHRYSLER—"Imperial 80." 112 B. H. P.
Stan. Coupe...2,875|7 Phaeton 3,095
5 Sedan .....2,975|7 Sedan 3,095
Town Sedan...2,975|Sedan Lim.....3,475
Cont. Coupe...2,995|

CUNNINGHAM—8-cyl. 132 W. B.
4 Touring .....6,500|4 Coupe 8,000
2 Roadster ...6,500|

CUNNINGHAM—8-cyl. 142 W. B.
7 Touring .....7,000|4 Limousine ...8,500

DAVIS—8-cyl. 120 W. B.
Princess Coupe.1,885|Polo Roadster..1,885
5 Touring .....1,885|Emperor Sedan.1,885

DE SOTO—6-cyl.
Faeton .....845|Cupe De Lujo....885
Roads'r Espanol.845|Sedan 885
Business Coupe..845|Sedan De Lujo...955
Sedan Coche ...845|

DODGE—Victory Six. 6-cyl. 112 W. B.
2 Coupe .....845|Touring 995
Sedan .....895|Sport Roadster...995
4 Coupe .....945|Sport Sedan...1,045
De L. Sedan....945|Sport Touring..1,245

DODGE—Senior Six. 6-cyl. 120 W. B.
2-dr. Vic. Bro.1,575|Sport Coupe ...1,795
4-dr. Sedan ...1,675|Sport Sedan....1,795
2 Coupe .....1,675|Sp. Roadr (RS)..1,815
2-dr. V. Br. Sp.1,695|4-dr. Lan Sed..1,845

DODGE—Standard Six. 6-cyl. 110 W. B.
Coupe .....725|Cabriolet 775
Sedan .....765 De Luxe Sedan...795

DURANT 4-cyl. 107 W. B.
2-dr. Sedan.....595|De L. Roadster..675
Coupe .....595|4-dr. Sedan.....695
Roadster .....595|Spt. Roadster..1,295|

DURANT—60. 109 W. B.
Coupe .....755|De L. Roadster..845
Roadster .....755|De L. Cabriolet..895
2-dr. Sedan ....765|De L. 4-dr. Sed..935
4-dr. Sedan.....845|

DURANT—6-cyl. "65." 110 W. B.
Touring .....795|Cabriolet (R.S.).1,045
2-dr. Sedan ....975|Sedan 1,075
Coupe (R.S.)....975|4-dr. Brough'm.1,175
Sp. Road (R.S.).1,025|

DURANT—6-cyl. "75." 119 W. B.
4-dr. Sedan....1,285|4-dr. Brough'm.1,350

ELCAR—6-cyl. 117 W. B.
2 Roadster .....995|4 Coupe 1,165
5 Touring .....1,075|4 Lan. Rdr(RS).1,165
5 4-dr. Cl. Sed.1,095|5 4-dr. Sedan...1,195
4 Road'r (R.S.).1,145|

ELCAR—120. 134 W. B.
5-7 Std. Tour..2,465|7 Stand Sedan..2,645
5 Stand. Sedan.2,465|

ELCAR—120. 127 W. B.
4 Roadster ....1,995|5 Princess Bro..2,295
4 Coupe .....2,295|5 Princess Sed...2,295

ELCAR—8-82. 123 W. B.
4 Roadster ....1,695|5 Stand. Sedan.1,695
5 Touring .....1,695|5 Princess Sed.1,895
4 Coupe .....1,695|

ELCAR—8-78 Standard. 123 W. B.
4 Roadster ....1,395|4 Coupe 1,395
5 Touring .....1,395|5 Sedan 1,395

ELCAR—8-78. Royal. 123 W. B.
5 Sedan .....1,495|5 Touring 1,495
4 Coupe .....1,495|4 Roadster 1,495

ERSKINE—6-cyl. 109 W. B.
5 Touring .....835|Sedan 945
Club Sedan .....860|4 Royal Cabriolet.995
2 Cabriolet .....875|Royal Sedan ...1,045

ESSEX—6-cyl. 110½ W. B.
5 Coach .....735|5 Sedan 795
Coupe .....745|Spt. Roadster....850
Coupe (R. S.)...775|

FALCON-KNIGHT—6-cyl. 109½ W. B.
2-dr. Sedan.....995|4-dr. Sedan.....1,095
Coupe .....1,045|G. G. Speedster.1,195

FORD—Model A. 103½ W. B.
Roadster .....385|Tudor Sedan 495
Phaeton .....395|Coupe 550
Pickup Open Cab.445|Sport Coupe 550
Pickup Cl. Cab..495|Fordor Sedan ...625
Business Coupe..495|

FRANKLIN—6-cyl. 119 W. B.
Coupe .....2,625|Oxford Sedan ..2,790
Victoria Broug.2,760|Sport Sedan 2,910
Sedan .....2,790|Conv. Coupe ...2,850

FRANKLIN—6-cyl. 128 W. B.
Spt. Runabout.2,975|Oxford Sedan...2,980
5 Spt. Touring.2,975|7 Touring 3,060
Sedan .....2,980|Limousine 3,080

FRANKLIN—Custom. 128 W. B.
5 Con. Sedan..4,600|5-7 Town Cab..6,400
5 Spt. Sedan..5,500|E. D. Cabriolet.6,400
5-7 Town Car.5,800|

GARDNER—Series 120. 120 W. B.
Sport Sedan ...1,295|Coupe 1,495
Roadster .....1,395|Sedan 1,595

GARDNER—Series 125. 125 W. B.
Roadster .....1,695|Victoria 1,895
Coupe .....1,795|Sedan 1,895
Brougham ....1,875|

GARDNER—Series 130. 130 W. B.
Roadster .....2,195|Victoria 2,395
Coupe .....2,295|Sedan 2,395
Brougham ....2,375|

GRAHAM-PAIGE—"610." 110½ W. B.
2 Coupe .....860|5 Sedan 875

GRAHAM-PAIGE—614. 114 W. B.
4 Coupe .....1,275|4 Spt. Phaeton..1,295
5 Sedan .....1,295|

GRAHAM-PAIGE—"619." 119 W. B.
4 Coupe .....1,575|4 Spt. Phaeton.1,595
5 Sedan .....1,595|

GRAHAM-PAIGE—"629." 129 W. B.
5 Sedan .....1,985|7 Sedan 2,110
5 Town Sedan.2,085|Cabriolet (R.S.).2,185
5 Coupe .....2,085|4 Coupe (R.S.).2,185

GRAHAM-PAIGE—835. 135 W. B.
5 Sedan .....2,285|7 Phaeton 2,410
5 Town Sedan.2,385|Cabriolet (R.S.).2,485
5 Coupe .....2,385|4 Coupe (R.S.)..2,485
7 Sedan .....2,410|

HUDSON—6-cyl. 118 W. B.
Coach .....1,250|Coupe (R.S.) ...1,255
Roadster .....1,295|Sedan (W.B.) ..1,325

HUDSON—6-cyl. 127 W. B.
Stand. Sedan..1,450|Cust. Victoria..1,650
Cus. Lan. Sed.1,650|7 Cust. Sedan..1,950

HUPMOBILE—Century 8. 120 W. B.
2-dr. Sedan....1,825|Roadster 1,915
4 Coupe .....1,865|7 Phaeton 1,935
4-dr. Sedan....1,875|Cabriolet 1,955
5 Phaeton ....1,905|

HUPMOBILE—Century 8. 130 W. B.
Sedan (D.W.)..2,385|Limous. (D.W.).2,515
Sedan (Cus. D.W.) .....2,470| Limousine (Cus. D.W.) 2,600

HUPMOBILE—Century 6. 114 W. B. Standard Models
5 2-dr. Sedan...1,345|2 Sports (R.S.).1,435
4 2-dr. Coupe..1,385|7 Phaeton 1,455
5 4-dr. Sedan..1,395|2 Cabriolet 1,475
5 Phaeton .....1,425|

JORDAN—Cross Country. 6-cyl. 107 W. B.
4 Sport Tour...1,295|4 Tomboy Coupe 1,395
5 Sedan .....1,395|B. B. Touring..1,495

JORDAN—Air Line. 8-cyl. 116 W. B.
5 Sedan .....1,995|2 C. Coupe(RS).1,995
5 2-d. Lan. Br.1,995|

KISSEL—White Eagle. Model 73
4-dr. Bro. Sed..1,595|Sedan 1,695
All Year Coupe Rdstr (F.T.).1,695| Coupe Roadster (Solid Top)...1,695

KISSEL—White Eagle. Model 95.
4-dr. Br. Sed..1,995|7 Touring 2,095
Sedan .....2,095|Speedster 2,195
All Year Coupe Rdstr. (F.T.).2,095| Tourster 2,195
Coupe Roadster (Solid Top)...2,095| 7 Sedan 2,595

KISSEL—White Eagle. Model 126
All Year Brou.3,185|4-dr. Brou. Sed.3,275
Coupe Roadster (Solid Top) .3,185|Speedster 3,275
Tourster 3,275
All Year Coupe Rdstr (F.T.).3,185| 7 Sedan 3,785
Berline Sedan...3,885|

LA SALLE—Fisher. 8-cyl. 125 W. B.
4 Phaeton ....2,295|4 Spt. Phaeton.2,875
2 Roadster ....2,345|

LA SALLE—Fleetwood. 8-cyl. 125 W. B.
Tr. Town Cab.4,800|

LA SALLE—Fleetwood. 8-cyl. 134 W. B.
Tr. Town Cab.4,900|

LINCOLN—8-cyl. 136 W. B.
4 Coupe .....4,600|4 Sedan 4,800
2 Roadster ....4,600|5 Sedan 4,800
4 Spt. Phaeton.4,600|7 Sedan 5,000
7 Touring .....4,600|7 Limousine ...5,200

LINCOLN—8-cyl. 136 W. B.
Club Roadster.4,800|Cabriolet 6,600
2 Coupe .....5,000|A. W. Brough..7,100
Berline .....5,500|Le Baron Cabri.7,000
Limousine ....6,000|Holbrook Cabri.7,200
Brougham ....6,500|Col. Cabriolet..7,200
6 Berlin. Land.6,500|

LOCOMOBILE—8-70. 122 W. B.
4 Vic. Coupe...1,995|5 De L. Sedan..2,445
5 Sedan .....1,995|5 De L. Broug..2,445
5 Brougham ...1,995|

LOCOMOBILE—8-80. 130 W. B.
5 Sedan .....2,650|7 Sedan 3,150
Vict. Coupe....2,650|7 Sub (140wb)..3,300
5 Brougham ...2,700|7 Touring 3,300
4 Coll. Coupe..3,000|5 Vic. Sedan....5,250
4 Phaeton ....3,100|N. C. Cabriolet..6,950

LOCOMOBILE—6-cyl. "90." 138 W. B.
4 Sportiff ....5,900|7 Sub. Sedan...7,500
5 Vic. Sedan..7,300|7 Town Broug..7,500
7 Touring ....6,000|7 Non Coll. Cab.7,500
5 Vic. Sedan..7,450|7 S.C. Cabriolet.7,750

LOCOMOBILE—Model 48. 142 W. B.
7 Touring ....9,600|7 Town Broug.12,500
Sportif .....9,600|5 Vic. Sedan..12,500
Roadster .....11,000|7 E. D. Lim...12,500
7 Tour. Lim..12,500|7 Cabriolet ...12,500

Recent price changes in bold face

MARMON—8-cyl. 68. 114 W. B.
5 Sedan .....1,465|2 Roadster 1,565
2 Coupe .....1,465|6 Speedster 1,625
4 Victoria ....1,520|

MARMON—8-cyl. 78. 120 W. B.
5 Sedan .....1,965|4 Victoria 2,065
2 Coupe .....1,965|6 Speedster 2,065
2 Roadster ....1,965|

MOON—6-62. 110 W. B.
Roadster .....1,195|4-dr. Sedan ...1,345
2-dr. Brough...1,295|

MOON—6-72. Royal. 120 W. B.
Royal Roadstr.1,395|4-dr. Sedan ...1,595
Cabriolet .....1,495|Victoria Coupe..1,695
Petite Sedan...1,595|

MOON—6-72. Standard. 120 W. B.
Roadster .....1,395|4-dr. Sedan 1,495
2-dr. Brough..1,445|

MOON—8-75. 125 W. B.
Royal Roadstr.1,795|Col. Cabriolet..1,895

MOON—8-80. 125 W. B.
Cabriolet .....2,095|Victoria Coupe.2,195
Petite Sedan...2,195|7 Sed. (137wb).2,395
Full Sedan ...2,195|

NASH—Standard—6-cyl. 112¼ W. B.
2-dr. Sedan ....885|4-dr. Sedan 955
Coupe .....885|Cabriolet (R.S.)..955
Phaeton .....935|4-dr. D.L. Sedan.995

NASH—Special Six. 6-cyl 116 W. B.
Coupe .....1,245|4-dr. Sedan 1,345
Phaeton .....1,250|Cabriolet (R.S.).1,345
2-dr. Sedan ...1,260|Victoria 1,345
Coupe (R.S.)...1,315|

NASH—Advanced Six. 6-cyl. 121 W. B.
2-dr. Sedan ...1,480|4-dr. Sedan 1,550

NASH—Advanced Six. 6-cyl. 130 W. B.
7 Phaeton ....1,550|Ambas. Sedan..1,925
Cabriolet(R.S.).1,660|7 Sedan 1,990
Coupe (R.S.)...1,775|7 Limousine ...2,190

OAKLAND—6-cyl. 117 W. B.
Roadster .....1,145|Standard Sedan.1,245
2 Coupe .....1,145|Cabriolet 1,265
2-dr. Sedan ...1,145|Landaulet 1,375
Phaeton .....1,145|

OLDSMOBILE—6-cyl. 113½. W. B.
2-dr. Sedan ....925|Sport Roadster ..995
Coupe .....925|4-dr. Sedan 1,025
Sport Coupe ....995|Landau 1,085
Sport Phaeton ..995|

OLDSMOBILE—6-cyl. 113½ W. B.
DeL. Roadstr..1,145|DeL. 4-dr. Sed.1,175
DeL. Phaeton..1,145|DeL. Landau...1,235
DeL. S. Coupe..1,145|

PACKARD—6-26. 8-cyl. 126 W. B.
5 Sedan .....2,435|2 Con. Coupe...2,585
2 Coupe .....2,410|

PACKARD—6-33. 8-cyl. 133 W. B.
2 Runabout ....2,535|5 Club Sedan...2,735
5 Phaeton .....2,535|4 Coupe 2,735
7 Touring .....2,635|7 Sedan-Lim. ..2,835
7 Sedan .....2,735|

PACKARD—6-10. 8-cyl. 140 W. B.
2 Runabout ....3,175|4 Coupe 3,750
5 Phaeton .....3,175|5 Club Sedan...3,750
2 Coupe .....3,250|7 Sedan 3,750
7 Touring .....3,275|7 Sedan-Lim. ..3,850
2 Con. Coupe...3,350|

PACKARD—6-45. 8-cyl. 145 W. B.
2 Runabout ....4,585|5 Coupe 5,735
7 Touring .....4,585|5 Club Sedan...5,785
5 Phaeton .....4,585|7 Sedan 5,785
5 Spt. Phaeton.4,935|7 Sedan-Lim. ..5,985
2 Coupe .....5,385|

PEERLESS—6-cyl. "81." 116 W. B.
5 Sp. Phaeton..1,545|5 Stand. Sedan..1,595
2 Coupe .....1,595|7 Sp. Phaeton..1,595
4 Victoria ....1,595|

PEERLESS 6-cyl. "91." 120 W. B.
5 Spec. Sedan...1,695|5 Sedan 1,895
Vict. Coupe ...1,895|7 Sedan 1,995
Roadsr. Coupe.1,895|

PIERCE-ARROW—"81." 130 W. B.
5 Cl. Broughm.2,475|4 Sedan 2,750
2 Runabout ....2,600|7 Sedan 2,850
2 Coupe (no rumble seat).2,650|4 Conv. Coupe..2,950
4 Coupe De L..2,950
4 Touring .....2,700|7 Inc. Dr. Lim.2,950
2 Coupe (R.S.).2,750|Fr. Op. Brou...7,750
5 Club Sedan..2,750|

PIERCE-ARROW—6-cyl. "36." 138 W. B.
7 E. D. Limo..5,875|Coupe-Sedan ...6,375
7 Sedan .....5,875|4 Vest. Sedan...6,375
Runabout .....5,875|4 4-dr. Sedan...6,375
4 Touring .....5,875|4 Sed. Landau..6,600
7 Touring .....5,875|4 E. D. Landau.6,600
7 E. D. Lan..6,000|French Limo...7,500
7 Sed. Landau.6,000|French Landau.8,000
3 Coupe .....6,375|

PLYMOUTH—4-cyl. 107 W. B.
Roadster (R.S.)..675|Touring 695
Coupe .....685|DeL. Coupe (RS).725
2-dr. Sedan .....700|4-dr. Sedan.....735

PONTIAC—6-cyl. 110 W. B.
2-dr. Sedan ....745|Sport Cabriolet...795
Sport Roadster..745|4-dr. Sedan 825
Coupe .....745|Sport. Lan. Sed..875
4 Spt. Phaeton ..775|

REO Flying Cloud. 6-cyl. 125 W. B.
2 Coupe .....1,375|2 S. Coupe (RS).1,395
5 Sedan .....1,395|5 Spt. Sedan...1,495

REO—6-cyl. 121 W. B.
2 Spt. Coupe ..1,625|4 Victoria 1,795
5 Brougham ..1,645|5 Sedan 1,845
Roadster .....1,685|

STEARNS-KNIGHT—6-80. 126 W. B.
Cab. Roadster..2,195|5 Sedan 2,195
Cl. Coupe Sed..2,195|

STEARNS-KNIGHT—6-80. 134 W. B.
5 Coupe .....2,345|7 Limousine ...2,645
7 Sedan .....2,545|

STEARNS-KNIGHT—8-90. De Luxe, 137 W. B.
Roadster .....5,500|5 Coupe 5,500
2 Coupe .....5,500|5 Sedan 5,500
Cab. Roadster.5,500|

STEARNS-KNIGHT—J 8-90. De Luxe, 145 W. B.
7 Touring .....5,500|7 Limousine ...5,800
7 Sedan .....5,600|

STUDEBAKER—Dictator. 113 W. B.
Club Sedan....1,185|7 Touring 1,325
Sedan .....1,265|Victoria 1,345
2 Bus. Coupe ..1,265|4 Royal Cabr...1,395
5 Touring .....1,265|Royal Sedan...1,395

STUDEBAKER—Commander. 121 W. B.
Sedan .....1,495|Regal Sedan ...1,665
Victoria .....1,625|

STUDEBAKER—President 8. 121 W. B.
Sedan .....1,685|4 State Cabr...1,850
State Sedan....1,850|State Roadster..1,850
State Victoria..1,850|

STUDEBAKER—President 8. 131 W. B.
7 Sedan .....2,085|7 State Sedan..2,350
5 State Sedan..2,250|Limousine 2,450
4 Cabriolet ....2,250|7 State Tour ..2,485

STUTZ—Custom. 8-cyl. 131 W. B.
2 Speedster ...3,495|4 Speedster 3,595
Vic. Coupe ...3,495|2 Cab. Coupe ..3,695
2 Coupe .....3,495|2 R. H. Speed..4,895
5 Sedan .....3,570|4 B. H. Speed..4,945
5 Brougham ..3,570|

STUTZ—Custom. 8-cyl. 145 W. B.
7 Speedster ...3,895|7 Sedan Lim...3,995
7 Sedan .....3,895|5 Limousine ...4,095
5 C. C. Speedr.3,895|7 Limousine ...4,195
5 Sedan .....3,995|

VELIE—Model 6-68. 118 W. B.
Stand. Touring.1,195|3 P. Coupe 1,265
Sedan .....1,265|Sport Touring .1,265
Royal Sedan ..1,265|

VELIE—Model 6-78. 118 W. B.
Sedan .....1,585|Royal Sedan ...1,585

VELIE—Model 8-90. 125 W. B.
Sedan .....2,095|3 P. Coupe 2,095
Royal Sedan...2,095|

WHIPPET—4-cyl. 103¼ W. B.
5 Touring .....475|Coach 535
Roadster .....485|Sedan 595
Coupe .....536|Spt. Cabriolet...585

WHIPPET—6-cyl. 112½ W. B.
Coupe .....695|Sedan 760
Coach .....695|Roadster De L.
Coupe (R.S.)....725| (wire wheels)..850

WILLY-KNIGHT—Standard Six. 109½ W. B.
Touring .....995|Coupe 1,045
Roadster .....995|5 Sedan 1,095
5 Coach .....995|

WILLYS-KNIGHT—6-70. 113¼ W. B.
5 Coach .....1,295|Roadster 1,350
5 Touring .....1,295|Cab. Coupe 1,495
2 Coupe .....1,295|5 Sedan 1,495

WILLYS-KNIGHT—6-cyl. 126 W. B.
Roadster .....1,850|5 Sedan 1,995
Touring .....1,850|Foursome 2,095
Cab. Coupe....1,995|

WILLY-KNIGHT—6-cyl. 135 W. B.
7 Touring .....2,285|7 Sedan 2,595
5 Coupe .....2,295|7 Limousine ...2,695

Seattle Jobbers Report 1928 Far Ahead of 1927

Holiday Nearness Affected Volume During November

SEATTLE, WASH., Dec. 8.—Reports for November from most jobbers and accessory houses are of a favorable nature. As the year is drawing to a close, resumes indicate substantial gains in automotive volume over 1927. However, November was more spotty than October, and, on the whole, not as big a month.

Nearness of the holiday season and ending of the year doubtless affected buying, making it largely of a hand-to-mouth character. Budgets of big firms are pretty well used up, and after January 1 the new budgets will go into effect.

Cliff Groves of Eugene Luckey, Inc., reports that 1928 is winding up as the best year the firm has ever enjoyed here. "We are showing a 50 per cent. increase over 1927," he declared. "This is largely due to the new Nev-R-Fail oil ring. We have also added new lines, including brake lining, and our reamer sharpener, together with latest equipment for wrist pin fitting, has helped business."

Page Brown Company reports de luxe piston sales heavy. This firm has just added distribution of G. W. batteries. "November sales better than October, although very spasmodic," said Manager Brown.

John S. Biasden of Burd Ring Sales Company figures a 50 per cent. increase in volume over 1927. Seven new lines are an aid in this, including Lempco brake drums, National tools, Vacuum grip pliers, Ha Dees heaters, Barcolo wrenches, fan belts and gears.

Ballou & Wright closed the fiscal year with November and report the best year in the history of this organization. Shop equipment was a big item.

P. J. Cronin Company found demands heavy during November, with radio, however, falling off somewhat.

Hoge Piston and Ring Company, through Art Hoge, manager, reports good business at both the Tacoma and the Seattle stores.

Bridgeman Parts Company is in new location and business holding well.

Colyear Motor Sales has also expanded and now occupies new building here. An important new account for this firm, added this fall, is Pennzoil.

E. J. McCarthy of Chanslor & Lyon Company's Seattle branch is enthusiastic over the 1929 outlook. "While November was slightly behind our big October total volume, nevertheless the year is going to finish big," said Mr. McCarthy. "November this year was 10 per cent. ahead of 1927."

Manager Baldwin of Standard Motor Products, Inc., reports a good run of electrical business the past month, well ahead of a year ago. "Our business during 1928 far surpassed the 1927 record," he said.

A 40 per cent. increase this year over 1927 is indicated by sales thus far for the McAlpin-Schreiner Company, according to Kenneth McAlpine. "Bendix brakes are in heavy demand," he said. "Rim and wheel business is good, with many truck change-overs. November is a good 20 per cent. ahead of the same month of last year."

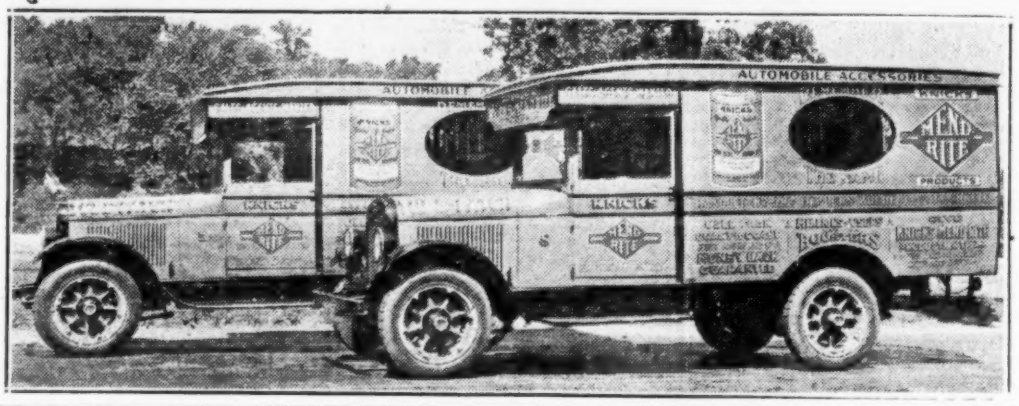
V. N. Hansen of Stewart-Warner Sales Company says gross volume is 100 per cent. greater thus far this year than in 1927. "We look for normal business until the first of the year," he said. "Our business is now 80 per cent. radio."

INDIANAPOLIS APPROVES NEW AUBURN MODELS

Indianapolis, Ind., Dec. 8.—At the salesrooms of the Updyke Auto Company, where the new Auburns were on display this week, more than 2,000 persons inspected the cars on the opening day, and the public's approval of Auburn's new policy was reflected in a large number of orders placed with salesmen without even the formality of a demonstration.

CLASSIFIED ADVERTISEMENTS IN THE AUTOMOTIVE DAILY NEWS BRING RESULTS

THE MEND-RITE CORPORATION of Kansas City has bought two Reo Model T speed wagons for use in a tour of the United States to advertise the company's products—a line of automotive accessories. The trucks are equipped with automatic electric calliopes. The special bodies were made by the Elberg Body Manufacturing Company at Kansas City.



CHRYSLER DISTRICT CHIEF REPORTS ACTIVE SALES

Kansas City, Dec. 8.—Howard H. Herr, district manager here for the Chrysler Sales Corporation, has just appointed the following Chrysler-Plymouth dealers: Fowler-Warren Company, Waterloo, Ia., and Hadad Motor Company, Fort Dodge, Ia. Mr. Herr reports good business, with lack of cars holding up deliveries in both lines.

CAROLINAS AUTO SUPPLY REPORTS OCTOBER GAIN GREATEST IN 9 YEARS

Charlotte, N. C., Dec. 8.—The Carolinas Auto Supply House reports that October was the biggest month in nine years. The concern recently added U. S. L. batteries, Kenyon tires and Pennzoil, all of which are volume lines and have materially increased total profits for the Carolinas. Joseph G. Fitzsimons, president, has just been appointed member of the advisory committee of the domestic distribution department of the Chamber of Commerce of the United States.

Walter Shoemaker is covering eastern South Carolina, T. C. Roberts western North Carolina with headquarters at Asheville and M. A. Parker covers eastern North Carolina with headquarters at Wilson. The territory comprises that same territory which is covered by the Ford branch and the Chevrolet branch.

Cincinnati, O., Dec. 8.—E. C. Schlotman, proprietor of the Schlotman Truck Sales Company, has been named distributor in Cincinnati territory for the Diamond T Truck.

Passenger Car Equipment and Accessories

Name and Model	Speed-ometer	Clock	Fuel Gauge	Lock	Spark Plugs	Battery	Heat In-dicator	Cig. Lighter	Smoking Set	Vanity Set	Make of Body Finish Used	Stop Light	Parking Light	Windshield Wings	Heater	Front Bumper	Rear Bumper	Wire Wheels'	Shock Absorber
Auburn 115.....	Ste	—	K-S	Ele	Cha	U S L	Moto-M	Cas	G R	—	Mur	Ind	In	*Troy	*Gla	Balc	Balc	Day	cLov
Auburn 8-90 ...	Ste	—	K-S	Ele	Cha	U S L	Moto-M	Cas	G R	—	Mur	Ind	In	*Troy	*Gla	Balc	Balc	Day	cLov
Auburn 6-80 ...	Ste	—	K-S	Ele	Cha	U S L	Moto-M	—	—	—	Mur	Ind	In	*Troy	*Gla	Balc	Balc	Day	cLov
Buick 115.....	A C	—	Gro	Her	A C	Ex	A C	Cuno	Fis	Fis	Duco	D-R	D-R	—	—	—	—	Buffalo	cLov
Buick 120.....	A C	—	Gro	Her	A C	Ex	A C	Cuno	Fis	Fis	Duco	D-R	D-R	—	—	—	—	Buffalo	cLov
Buick 128.....	A C	—	Gro	Her	A C	Ex	A C	Cuno	Fis	Fis	Duco	D-R	D-R	—	—	—	—	Buffalo	cLov
Cadillac	A C	Jag	Nag	D-R	A C	Ex	A C	Cas	Tern	Tern	Duco	Own	Hal	Del	*Kel	USE	USE	Buffalo	cLov
Chandler 65.....	Ste	—	Moto-M	Ele	A C	Pre	Moto-M	—	†GR	—	Ditz	Cor	Cor	—	—	Ster	Ster	K-H	*Lov
Chandler Big 6..	Ste	—	Moto-M	Ele	A C	Pre	Moto-M	—	GR	GR	Ditz	Cor	Cor	—	Per	Ster	Ster	K-H	*Lov
Chand. Royal 85	Ste	—	Moto-M	Ele	A C	Pre	Moto-M	—	GR	GR	Ditz	Cor	Cor	—	Per	Ster	Ster	K-H	*Lov
Chand. Royal 75	Ste	—	Moto-M	Ele	A C	Pre	Moto-M	—	GR	GR	Ditz	Cor	Cor	—	Per	Ster	Ster	K-H	Lov
Chevrolet AA...	A C	—	Roc	*Ign	A C	USL, Ex	—	—	Fis	—	Duco	D-R	—	—	Own	Own	Own	—	—
Chrysler 75.....	A C	—	Moto-M	Ele	Cha	Wil	Moto-M	—	—	—	DucoVal	Hal	—	Kok	—	Ste	Ste	—	Lov
Chrysler 65.....	N E	Sha	Moto-M	Sha	A C	Wil	—	—	—	—	DucoVal	Hal	—	Kok	—	Ste	Ste	—	Lov
Chrysler 80.....	A C	Ster	Moto-M	Ele	Cha	Wil	Moto-M	Cas	—	Cas	DucoVal	Hal	—	Kok	Bov	Ste	Ste	Buffalo	cHou
Davis 99	Ste	—	Moto-M	Joh	A C	Wil	Moto-M	—	G R	G R	Duco	Cor	—	—	Per	Balc	Balc	—	cHex
Dodge Senior 6.	N E	—	Moto-M	B&S	Cha	Wil	Moto-M	—	G R	ElG R	—	Cor Ind	Cor Ind	—	—	CG	CG	—	Lov
Dodge Victory 6.	N E	—	Moto-M	B&S	Cha	Wil	Moto-M	—	G R	G R	—	Cor Ind	Cor Ind	—	—	CG	CG	—	Lov
Dodge Std. 6....	N E	—	Moto-M	B&S	Cha	Wil	Moto-M	—	G R	G R	—	Cor Ind	Cor Ind	—	—	CG	CG	—	Lov
Durant Four....	Ste	—	Roc	—	A C	U S L	—	—	—	—	VEP	Cor	—	†Kok	—	Bad	Eat	—	—
Durant 65..	Ste	—	Nag	Sha	Cha	U S L	Safe T	—	—	—	VEP	Cor	—	Kok	—	Bad	Bad	†Yes	Gab
Durant 75.....	Ste	—	Nag	Sha	Cha	U S L	Safe T	—	—	—	VEP	Cor	—	—	—	†Bad	†Bad	†Yes	Lov
Durant 53.....	Ste	—	Roc	Sha	Cha	U S L	—	—	—	—	VEP	Cor	—	—	—	Bad	Bad	—	—
Elcar 6-78.....	Ste	—	Ster	Sha	A C	U S L	Moto-M	—	—	—	yMur	Bro	Hal	Yes	—	Ste	Ste	—	—
Elcar 8 78	Ste	—	Ster	Sha	A C	U S L	Moto-M	—	—	—	—	Bro	Hal	Yes	—	Ste	Ste	—	—
Elcar 8-82	Ste	—	Ster	Sha	A C	U S L	Moto-M	—	—	—	—	—	—	Yes	Yes	Ste	Ste	—	Lov
Elcar 8-120	Ste	Ster	Nag	Sha	A C	U S L	Moto-M	Yes	—	—	—	—	—	Yes	Yes	Ste	Ste	—	Lov
Erskine Six	Ste	—	K-S	Her	Cha	Wil	—	—	—	—	Gli	Yes	Yes	—	—	Eat	Eat	—	—
Essex Super 6...	Ste	—	K-S	Ele	A C	Ex	Moto-M	—	—	—	sDitz	J B	—	—	—	—	—	—	—
Falcon-Knight .	Ste	—	Nag	Ele	Cha	U S L	—	—	—	—	Mou	Rea	—	—	—	—	—	Buffalo	bHex
Ford A.	Ste	—	Own	Ele	Cha	Own	—	—	—	—	—	Yes	—	—	—	—	—	Own	cHou
Frank'n Air. Ltd.	N E	Jag	Nag	Ele	Cha	U S L	—	Cas	G R	G R	DucoVal	Bro	Bro	—	—	CG	CG	—	cWat
Gardner 130 ...	Ste	Phi	Moto-M	D-R	Cha	Pre	Moto-M	Cun	G R	—	Ditz	Cor	Cor	—	—	Balc	Balc	—	Lov
Gardner 195 ...	Ste	—	Moto-M	D-R	Cha	Pre	Moto-M	—	—	—	Ditz	Cor	Cor	—	—	Balc	Balc	—	Lov
Gardner 120 ...	Ste	—	Moto-M	D-R	Cha	Pre	Moto-M	—	—	—	Ditz	Cor	—	—	—	CG	CG	—	Lov
Graham-Pg 610.	N E	—	K-S	Her	Cha	Wil	Moto-M	Cun	—	—	Ditz	Cor	Cor	—	—	Ste	Ste	—	Hex
Graham-Pg 614.	N E	—	K-S	Her	Cha	Wil	Moto-M	Cun	—	—	Egyp	Cor	Cor	—	—	Ste	Ste	—	Has
Graham-Pg 619.	N E	†Ster	K-S	Her	Cha	Wil	Moto-M	Cun	†G R	†G R	Ditz	Cor	Cor	—	—	Ste	Ste	—	cWat
Graham-Pg 629	N E	†Ster	K-S	Her	Cha	Wil	Moto-M	Cun	†G R	†G R	Ditz	Cor	Cor	—	—	Ste	Ste	—	Wat
Graham-Pg 835	N E	†Ster	K-S	Her	Cha	Wil	Moto-M	Cun	†G R	†G R	Ditz	Cor	Cor	—	—	Ste	Ste	—	Wat
Hudson Super 6.	Ste	—	K-S	Ele	A C	Ex	Moto-M	—	Yes	Cas	sDuco	J B	—	—	—	—	—	MotoW	Wat
Hupmobile A....	Ste	—	Ster	Elec	Cha	Wil	Moto-M*	—	—	—	Val	Own	Hal	—	—	—	—	—	Mon
Hupmobile M....	Ste	—	—	Elec	Cha	Wil	Moto-M*	—	*Yes	*Yes	Val	—	Hal	—	—	—	—	—	Mon
Jordan RE	Ste	Ster	Nag	Her	Cha	Wil	Moto-M	—	Elg	Elg	sDuc	Val	Gui	Gui	Per	—	Bif	Bif	K-H	cHou
Jordan JE	Ste	Ster	Nag	Her	Cha	Wil	Moto-M	—	Elg	Elg	sDuc	Val	Gui	Gui	—	—	Bif	Bif	K-H	cHou
Kissel 6-73	A C	Yes	Gro	Ign	A C	Wil	A C	Cas	Yes	Yes	Mim	Sto	—	—	Per	Bad	Bad	—	Lov
Kissel 8-95	A C	Yes	Gro	Ign	A C	Wil	A C	Cas	Yes	Yes	Mim	Sto	—	—	Per	Bad	Bad	—	Lov
Kissel 8-126.....	A C	Yes	Gro	Ign	A C	Wil	A C	Cas	Yes	Yes	Mim	Sto	—	—	Per	Bad	Bad	Day	Lov
LaSalle	A C	Jag	Nag	D-R	A C	Ex	A C	Cas	Tern	Tern	Duco	Own	Hal	Del	*Kel	USE	USE	Buffalo	cLov
Lincoln 8	Wal	Wal	K-S	Her	Cha	Ex	—	Cuno	Cun	Cas	DucoVal	Own	Own	Own	—	Bif	Bif	Own	cHou
Locomobile 8-70.	Ste	Phi	Moto-M	—	Cha	U S L	Moto-M	Cas	—	G R	Duco	Hal	—	—	—	Buck	—	Buffalo	cLov
Locomobile 8-80.	Ste	Phi	Moto-M	Joh	Cha	U S L	Moto-M	Cas	AWS	G R	Duco	Hal	—	—	—	Buck	—	Buffalo	cLov
Locomobile 90...	Wal	Wal	U S	Yal	Cha	U S L	—	Met	G R	G R	Duco	Aga	—	—	—	Buck	—	Buffalo	cLov
Locomobile 48...	Wal	Wal	Bos	Yal	Cha	Pre	—	Met	G R	G R	Duco	Aga	—	—	—	Buck	—	Buffalo	cLov
Marmon 68	Ste	—	Moto	Sha	Cha	Pre	Moto-M	—	Elg	Elg	DucoVal	Hal	Hal	Per	—	Ste	Ste	Day	Lov
Marmon 78	Ste	Borg	Moto	Sha	Cha	Pre	Moto-M	Cas	Elg	Elg	DucoVal	Hal	Hal	Per	—	Ste	Ste	Day	Lov
Marmon 75	Wal	Wal	Nas	Tra-Ign	Cha	Pre	—	Cas	AWS	AWS	DucoVal	Hal	Hal	Per	—	CG	CG	Buffalo	Lov
Moon 6-68	Ste	—	Moto-M	Joh	Cha	U S L	—	—	—	—	sGli	—	—	—	—	—	—	—	aHar
Moon 6-62	Ste	—	Moto-M	Joh	Cha	U S L	—	—	—	—	sGli	Ind	—	Yes	—	Yes	Yes	—	aHar
Moon 6-72	Ste	—	Moto-M	Joh	Cha	U S L	Moto-M	—	—	—	sGli	Ind	—	—	—	Yes	Yes	—	aHar
Moon 8-75	Ste	Hun	Moto-M	Joh	Cha	U S L	Moto-M	Yes	G R	G R	sGli	Ind	—	Yes	Hill	Yes	Yes	—	aHar
Moon 8-80	Ste	—	Moto-M	Joh	Cha	U S L	Moto-M	—	—	—	sGli	Ind	—	—	—	Yes	Yes	Yes	Lov
Nash Adv. 6.....	Ste	†GE	K-S	B & S	A C	U S L	Moto-M	†Yes	†Yes	†Yes	xDuc	Yes	Hal	—	—	Ste	Eat	Ste	—	Hou
Nash Special 6..	Ste	—	K-S	B & S	A C	U S L	Moto-M	—	G R	G R	xDuc	Yes	Hal	—	—	Bif		Bif	—	Lov
Nash Stand. 6..	A C	—	K-S	B & S	A C	U S L	Moto-M	—	—	—	xDuc	Yes	Bro	—	—	Bif		Bif	—	Lov

50 Hudson County Garage Owners Form Association

JERSEY CITY, N. J., Dec. 8.—Fifty garage owners meeting in Central Hall, 574 Newark Ave., here this week organized the Hudson County Garage Owners' Association, with the following officers:—

President, Sol Pearlman; vice-president, Robert Johnson; secretary, Joseph Eisenberg; treasurer, Frank Koch; sergeant-at-arms, Henry Muller of Weehawken. Muller was named temporary chairman of the membership committee. Messrs. Smith, Pearlman, Schenker and Anderson were appointed to draw up the by-laws and report at the next meeting.

An effort will be made to get all the garage owners in Hudson county to join the new organization, the purpose of which is mutual benefit and protection. Counselor Edward Sally is acting as legal advisor.

The garage men have a number of things in view in forming the organization, among them a plan to stop, by legislation, unlimited parking of cars on streets. Although the parking limit is two hours, it was said that owners of thousands of cars from Essex and Union counties and other parts of the state as well from New York and Pennsylvania come to Jersey City and park for five and six hours a day.

A state-wide organization is in view. One purpose is to prevent unfavorable legislation at Trenton; another to obtain legislation which the garage men think is needed. Mutual protection against dead beats who try to use garages without paying bills is still another object in view. Another is to obtain, by unified action, a better wholesale rate on gasoline and other garage supplies.

Important concessions along this line were said to have been obtained in Manhattan and Brooklyn through organization of garage owners.

GOODYEAR EMPLOYEES' NIGHT

Akron, O., Dec. 8.—The second employees' night program of the Goodyear Tire and Rubber Company was held last week, when Vice-President and Factory Manager Clifford Slusser addressed more than 2,000 people.

ZIMMERMAN'S NEW STORE

Moline, Ill., Dec. 8.—The H. G. Zimmerman Company is located in its new store at 1416 5th Ave. The firm handles automotive supplies, radios and electrical appliances.

New Accessory Dealers

FLORIDA

Miami, Dec. 8 (U. T. P. S.).—The Accurate Garage is the latest addition to service stations in Hollywood. J. D. Buchanan is the owner. All facilities for storage, washing, greasing and polishing cars are provided. A full line of tires and tubes will be carried. The garage is located on the Dixie Highway.

NEW JERSEY

Irvington, Dec. 8.—A complete line of automobile accessories, tires and batteries will be carried by the Camfield Auto Supply Company, which has been organized here with a capitalization of $50,000. Elias H. Frankel is president of the new concern, which will locate in automobile row, where it is negotiating for a lease.

OHIO

Barberton, Dec. 8 (U. T. P. S.)—Papers have been filed with the secretary of state chartering the Bertsch Motors, Inc., with a capital of $25,000, to deal in automobile parts and accessories and to operate a garage. Incorporators are G. H. Bertsch, Edith M. Bertsch and Edna Kepler.

IOWA

Sioux City, Dec. 8.—The Auto Salvage and Exchange Company has announced plans for the erection of a one-story concrete block garage at 3d and Virginia Streets, 60 by 125 feet, at a cost of $10,000. C. B. Randall, president of the auto company, announced that the building will be used entirely for wholesale and retail of automobile parts and used car sales. The company expects to move from its present location, 301 Jackson St., to the new home by January 1.

COLWAY WITH GOODYEAR

Evansville, Ind., Dec. 8.—E. H. Colway has been engaged as office manager of the local Goodyear Tire and Rubber Company factory warehouse branch. He succeeds A. V. Witte, who has joined the Stutz Motor Car Company organization, Indianapolis.

TEST 11,200 CARS FOR BRAKES

Birmingham, Ala., Dec. 8 (U. T. P. S.).—A total of 11,200 motor vehicles have been tested for faulty brakes in the fourth annual brake test by the Birmingham Safety Council. This week the tests were to be held on the south side of the city.

Atlanta Dealers Report Increase In Sales of Parts

ATLANTA, GA., Dec. 8.—Generally improved conditions throughout November are reported by those engaged in the automobile accessories trade here, and every one is optimistic for the coming year.

Officials of the Alexander-Seewald Company, which is well known for its conservatism, state that there has been some improvement in business conditions for the month of November, both over November of 1927 and over business for the previous month, indicating a gradual improvement in conditions in the South.

Walker & Barnwell, another well known accessories firm, reports conditions to be as good or slightly better than they were at this time last year, with prospects good for a fine holiday sale of accessories.

"At the present," says Mr. Barnwell, "we are enjoying a strong demand for fur-lined gloves suitable for driving under winter conditions. These are of good material and are popular priced, and indications are that they will be much in demand for presents this season

"Another item that promises to be a 'best seller' during the holidays is the traffic light finder. Although it was put on the market last fall and was eagerly seized upon by Christmas shoppers, the majority of people did not discover it until this year, and it gives promise of selling better than ever. It is of real value and moderately priced, and its popularity, because of these two features, is deserved.

"Two other lines that are going better with the approach of Christmas are heaters for the car and laprobes, both of which are selling well.

"On the whole, cold weather has proved a stimulant to business, and we are looking forward to increasing sales from now until Christmas, chiefly on small and convenient items which will make acceptable presents. Many of our customers, when they find an item that is suitable, end their shopping problem right then and there by buying enough items for all their friends.

"And this is the sort of shopping that pays, both for the customer and for the accessories dealer. For it reduces the cost of doing business and increases the sales profit at one and the same time."

Finally, the United Motors Service, dealing in batteries, ignition systems and similar items, reports a real increase in business for the eleven months of the year.

"Our increase for the eleven months of this year," says an official of this firm, "over business for the same period of last year will amount to approximately 30 per cent. And if business holds as well as it does at present, completed figures for the year will show an even larger increase."

Thus the year appears to be closing well in the Atlanta section, and, while some admit that business might have been better during the year, all are looking forward to a better year in 1929.

Passenger Car Equipment and Accessories

Name and Model	Speedometer	Clock	Fuel Gauge	Lock	Spark Plugs	Battery	Heat Indicator	Cig. Lighter	Smoking Set	Vanity Set	Make of Body Finish Used	Stop Light	Parking Light	Windshield Wings	Heater	Front Bumper	Rear Bumper	Wire Wheels*	Shock Absorber
Oakland All-Am	A C	—	K-S	D-R	A C	Wil	—	—	†Fis	†Fis	Duco	D-R	Ind	—	—	CG	CG	Mot W	cLov
*Oldsmobile	A C	—	K-S	D-R	A C	Wil	A C	—	Tern	—	§Duco	D-R	D-R	—	—	Own	Own	M W	cLov
Packard 626, 633	N E	Jag	K-S	—	Cha	Pre	Moto-M	Cas	Own	Cas	sVal	Own	Own	Yes	Kel	Cen	Cas	—	Own
Packard 640, 645	N E	Jag	K-S	—	Cha	Pre	Moto-M	Cas	Own	Cas	sVal	Own	Own	Yes	Kel	Cen	Cas	—	Own
Peerless 91	A C	Elg	Moto-M	Ele	Cha	Ex	Moto-M	—	G R	G R	Val	Gui	Gui	Kok	—	Bif	—	—	Lov
Peerless 81.....	A C	Elg	Moto-M	Ele	Cha	U S L	Moto-M	—	G R	G R	Val	Cor	Cor	Kok	—	Bif	—	—	Gab
Pierce-Arrow 36	Wal	Wal	Roc	Her	Cha	Wil	Moto-M	Cas	†AWS	†AWS	sDuco	Aga	Aga	—	—	Own	—	Buffalo	cHou
Pierce-Arrow 81	Wal	Wal	Roc	Her	Cha	Wil	Moto-M	Cas	†AWS	†AWS	sDuco	Aga	Aga	—	—	Own	—	Buffalo	cHou
Plymouth	N E	—	Roc	Sha	A C	Wil	—	—	—	—	Duco	Cor	—	—	—	—	—	—	—
Pontiac 6-28 ...	A C	—	K-S	D-R	A C	Pre	—	—	†Fis	†Fis	Duco	D-R	D-R	—	—	CG	CG	Buffalo	cLov
Reo Mate	Ste	—	Moto-M	Ele	Cha	Wil	A C	—	Elg	Elg	sDitz	Gui	Gui	—	—	CG	CG	—	a†Lov
Reo Flying Cl'd	Ste	—	K-S	Blos	Cha	Wil	A C	—	G R	G R	sDitz	Gui	Gui	—	—	CG	CG	—	cLov
Ste'rns-K.H. 8-90	Ste	Wal	Nag	Ele	Cha	U S L	—	Cuno	†Elg	†Elg	sVal	Hal	Gui	†Yes	—	Bif	Eat Bif	Buffalo	cHou
Stearns-K.J 8-90	Ste	Wal	Nag	Ele	Cha	U S L	—	Cuno	†Elg	†Elg	sVal	Hal	Gui	†Yes	—	Ste	Ste	Buffalo	cHou
Studebak. Dict..	Ste	—	K-S	Her	Cha	Wil	Yes	—	—	—	Gli	Yes	Yes	—	—	Eat	Eat	—	cMon
Studebaker Com	Ste	—	K-S	Her	Cha	Wil	Yes	*Yes	—	—	Gli	Yes	Yes	—	—	Eat	Eat	—	cMon
Studebaker Pres	Ste	Yes	Nag	Her	Cha	Wil	Yes	Yes	Yes	Yes	Gli	Yes	Yes	—	—	Eat	Eat	—	cMon
Stutz BB	A C	N H	Gro	Mil	Cha	Pre	A C	Cas	Elg	Elg	Val	Bro	—	Kok	—	Buck	Buck	Buffalo	cLov
Velie 68	Ste	—	Nag	Ele	Cha	Pre	Moto-M	—	—	—	Duco	Vict	—	—	—	CG	CG	Buffalo	Lov
Velie 78	Ste	—	Nag	Ele	Cha	Pre	—	—	GR	—	Duco	Vict	—	—	—	CG	CG	Buffalo	Lov
Velie 90	Ste	—	Nag	Ele	Cha	Pre	—	—	GR	—	Duco	Vict	—	—	—	CG	CG	Buffalo	Lov
Whippet Four..	Ste	—	Roc	Ele	Cha	U S L	—	—	—	—	Mou	Ind	—	—	—	—	—	Buffalo	aGab
Whip. 6. Mod 98	Ste	—	Roc	—	Cha	U S L	—	—	—	—	Mou	Ind	—	—	—	—	—	Buffalo	aGab
Willys-K. Sta. 6	Ste	—	Nag	—	Cha	U S L	—	—	—	—	Mou	Ind	Yes	—	—	—	—	Buffalo	cGab
Willys-K. Spl. 6	Ste	—	K-S	Ele	Cha	U S L	Moto-M	—	G R	G R	Mou	Ind	Yes	—	—	—	—	—	cGab
Willys-K. Grt. 6	Ste	—	Nag	Ele	Cha	U S L	Moto-M	—	G R	G R	Mou	Ind	Yes	—	—	—	—	†‡Buf	cBosch

KEY TO ABBREVIATIONS USED IN THIS TABLE

GENERAL

*In addition to its regular line Oldsmobile also offers a de luxe line. De luxe equipment includes: Six wire wheels (with six tires and tubes), two wheels carried in front fender wells and securely locked in position, chromium-plated headlamps, four spring boots, folding trunk rack at rear and sheet metal (fenders, etc.) duco'ed in color on those models on which duco'ed sheet metal is more harmonious than is black enameled sheet metal.

*Moto Meter equipment supplied by the factory at dealer's option.

Z—Optional. †On some types.

SPEEDOMETER

AC—AC Spark Plug Co., Flint, Mich.
NE—North East Electric Co., Rochester.
Ste—Stewart-Warner Speedometer Corp., Chicago.
Wal—Waltham Watch Co., Waltham, Mass.

CLOCK

Chel—Chelsea Clock Co., Boston, Mass.
El or Elg—Elgin Clock Co., Elgin, Ill.
GE—General Electric Co., Schenectady.
Hun—Hunter; see Elg.
Jae—Jaeger Watch Co., New York city.
NH—New Haven. See Phi.
Phi—Phinney-Walker Co., New York city.
Ster—Sterling Electric Clock Corp., New York city.
Wl or Wal—Waltham Watch Co., Waltham, Mass.

FUEL GAUGE

Bos—Boston Auto Gage Co., Pittsfield, Mass.
Gro—Grolan Co., Dayton, O.
KS—King-Seeley Corp., Ann Arbor, Mich.
Nag—Safe-T-Stat Co., Brooklyn, N. Y., and Toledo, O.
Moto-M—Moto Meter Co., Inc., L. I. City, N. Y., and La Crosse, Wis.
Roc—Rochester Mfg. Co., Rochester, N. Y.
Ster—Sterling Electric Clock Corp., New York city.
US—U. S. Gauge Co., New York city.

LOCK

B&S—Briggs-Stratton Co., Milwaukee.
Blos—Blossom.
Clum—Clum Mfg. Co., Milwaukee, Wis.
Corb—Corbin Cabinet Lock Co., New Britain, Conn.
Ele—Mitchell Specialty Co., Holmesburg, Philadelphia.
Elec—Electro Lock.
D-R—Delco-Remy Corp., Anderson, Ind.
Her—Hershey Mfg. Co., Chicago.
Ign—Ignition.
Sar—Sargent & Co., New Haven, Conn.
Joh—Johnson Automobile Lock Co., St. Louis, Mo.
Mil—Miller Lock Co., Philadelphia.
N. E.—North East Electric.
Sha—Shaler Lock Co., Milwaukee, Wis.
Tra—Transmission.
War—Warner Gear Co., Muncie, Ind.
Yal—Yale & Towne Mfg. Co., Stamford, Conn.
*Coincidental St. Gear & Ign.

SPARK PLUGS

AC—AC Spark Plug Co., Flint, Mich.
Cha—Champion Spark Plug Co., Toledo, O.

BATTERY

Ex—Electric Storage Battery Co., Philadelphia.
Pre—Prest-O-Lite Co., Indianapolis, Ind.
USL—U. S. L. Battery Corp., Niagara Falls, N. Y.
West—Westinghouse.
Wil—Willard Storage Battery Co., Cleveland, O.

HEAT INDICATOR

AC—AC Spark Plug Co., Flint, Mich.
Moto-M—Moto Meter Co., Inc., Long Island City, N. Y., and La Crosse, Wis.
SafeT—Safe-T-Stat Co., Brooklyn, N. Y.

CIGAR LIGHTER

Cas—Connecticut Automotive Especialty Co., Bridgeport, Conn.
Cun—Cuno Engineering Corp., Meriden, Conn.
GRGR—Grand Rapids Metalcraft Corp., Grand Rapids, Mich.
Met—Metal Specialties Mfg. Co., Chicago.
†On some models.
*Closed models only.

SMOKING AND VANITY SETS

AWS—Art Metal Works, Newark, N. J.
Cas—Connecticut Automotive Specialty Co., Bridgeport, Conn.
Cun—Cuno Engineering Corp., Meriden, Conn.
El or Elg—Elgin Clock Co., Elgin, Ill.
Fis—Fisher Body Corp., Detroit.
GR—Grand Rapids Metalcraft Corp., Grand Rapids, Mich.
*On Studebaker line, ash receiver only.
Tern—Ternstedt.

BODY FINISH

Aro—John L. Armitage & Co., Newark, N. J.
Ditz—Ditzler Color Co., Detroit, Mich.
Duco—E. I. du Pont de Nemours & Co., Philadelphia.
Egypt—Egyptian Lacquer Co.
Gli—Glidden Co., Cleveland, O.
Mim—Mimax, Pittsburgh Plate Glass Co.
Mou—Mountain Varnish & Color Works, Toledo, O.
Mur—Murphy Varnish Co., Newark, N. J.
Shw—Sherwin-Williams Co., Cleveland, O.
Val—Valentine & Co., New York city.
VEP—V. E. P. Co., St. Louis, Mo.
§—Also Rinshed-Mason.
r—Also Ditz.
s—Also other makes.
Var's—Various.
x—Also Pittsburgh Plate Glass Co., Milwaukee, Wis.
y—Also Wilhelm Co., Reading, Pa.

STOP AND PARKING LIGHTS

Aga—Federal Pressed Steel Co., Chicago.
Bro—Brown & Green Ignition Sales Co., New York city.
Cor—Corcoran Co., Cincinnati, O.
D-R—Delco-Remy Corp., Anderson, Ind.
Gui—Guide Motor Lamp Mfg. Co., Cleveland, O.
Hal—Hall Lamp Co., Cincinnati, O.
Ind—Indiana Lamp Corp., Connersville, Ind.
Rca—Appleton Electric Co., Chicago.
Sto—Stover Signal Engineering Co., Racine, Wis.
Vict—Cincinnati Victor Co.
JB—John Brown Lamp Co.

WINDSHIELD WINGS

Ben—Benzer Corp., Brooklyn, N. Y.
JH—Tonneau Shield Co., Inc., New York city.
John—Johnston Mfg. Co., Chicago.
Kok—Fulton Co., Milwaukee, Wis.
Per—Perfection Heater & Mfg. Co., Cleveland, O.
Del—Delco-Remy.

WIRE WHEELS

Moto W—Motor Wheel Corporation.
Day—Dayton Steel.
K-H—Kelsey-Hayes.
M W—Motor Wheel Corp.
*Buffalo—Wire Wheel Corporation of America, Buffalo, N. Y.
†On Durant lines Model 658 and 75 on cabriolet, roadsters and broughams.
‡On Willys-Knight Foursome model only.
§De luxe equipment on 5 body types announced Aug. 1.

HEATER

Gla—Gladiator Mfg. Co.
Hil—Hill Products Corp., Chicago.
Kel—Kelch; made by Roberts Brass Mfg. Co., Detroit, Mich.
Per—Eaton Axle & Spring Co., Cleveland, O.
Rov—Rovey Auto Heater Co., Chicago.
*Special equipment.

BUMPERS

Al—Alloy Steel Spring & Axle Co., Jackson, Mich.
Bad—Badger Mfg. Corp., Milwaukee.
Bale—Cincinnati Ball Crank Co., Cincinnati, O.
Ball—Automobile Equipment Mfg. Co., Chicago.
Bif—Biflex Corp., Waukegan, Wis.
Buck—See Cen.
Cen—Central Brass & Fixture Co., Springfield, O.
CG—CG Spring & Bumper Co., Detroit.
Eat—Eaton Axle & Spring Co., Cleveland.
Fed—Federal Pressed Steel Co., Chicago.
Ster—Sterling Spring Co., Cleveland, O.
Ste—Stewart-Warner Speedometer Corp., Chicago, Ill.
USE—U. S. E. Corp., Long Island City.

SHOCK ABSORBER

Bosch—American Bosch Magneto Corp., Springfield, Mass.
Gb or Gab—Gabriel Snubber Mfg. Co., Cleveland, O.
Har—Edward V. Hartford, Inc., Jersey City, N. J.
Has—Robert H. Hassler, Inc., Indianapolis, Ind.
Hx or Hex—Detroit Steel Products Co., Detroit, Mich.
H. or Hou—Houde Engineering Corp., Buffalo, N. Y.
Lov—Delco-Remy Corp., Anderson, Ind.
Mon—Monroe.
Wah—Wahl Co., Chicago.
Wat—John Warren Watson Co., Philadelphia.
Wee—American Chain Co., Bridgeport, Ct.
a—Front only.
b—Rear only.
c—Front and rear.
**Front. Lov. rear.

RADIATOR SHUTTERS

Oldsmobile own.

30 TRIPLEX EQUIPPED CARS SHOWN AT SALON

New York, Dec. 8.—Non-shatterable glass has definitely arrived, judging from the displays in the Commodore salon. In 1926, the year of its first appearance in an American show, four cars were equipped with Triplex glass. In 1927 this number had risen to fourteen. This year thirty cars have non-shatterable glass in windshields and windows, according to the Triplex Safety Glass Company.

The cars thus equipped represent most of the manufacturers and body builders in the show. Among the latter group are the cars turned out by Brewster, Brunn, Derham, Dietrich, Fleetwood, Holbrook, Judkins, Le Baron, Locke, Rollston, Weymann and Willoughby.

CLASSIFIED ADVERTISEMENTS IN THE AUTOMOTIVE DAILY NEWS BRING RESULTS

Hints of Bigger Cars With Lower Prices Dull Sales

(Continued from Page 1)

speeded up from their previously rapid gait. Additional inducements to the public are being offered to move the cars off the lots and onto the roads. For instance, Richards-Oakland Company, the largest Oakland-Pontiac distributor, opened a four-day sale at the service station Thursday morning, concentrating on one group of about 100 cars of all makes, dated 1926 and 1927. Some of these, in the lower price classes, and made in 1926, were offered at $185 apiece. Another set, lumped at $295 each, was offered, and there were other selections at flat prices of $345 and $375. These prices included deferred payment plan and 1929 license plates free. The salesroom was open evenings and will be open all day Sunday.

At other locations price slashing, begun a week or ten days ago, was continued, and in some cases increased, but generally speaking the volume of cars moved has not been extraordinary, even with the aid of extraordinary methods.

Willys-Overland showed the newspaper men the new Whippet fours and sixes at a preview in Toledo Tuesday, when the cars were seen for the first time outside of the Willys organization. They went on view here Friday morning and were shown to the trade, by invitation, until this evening, when the first public showing went into effect.

There was general favorable comment on the cars from private and public experts. They have without question been materially improved in appearance, due largely to a redesign of the hood and radiator, the lengthened wheel base and the increased length of the car from the windshield to the radiator. Details like the unusually wide doors and the concentration of conveniences at the center of the steering wheel attracted special attention.

Prices announced were a surprise. Reductions in the lists of the closed jobs, which will be featured in the 1929 production volume schedules, were especially striking. The four sedan, it was noted, sells well under the previously lowest priced car in the field and is said to be the lowest priced four-door sedan marketed in the world. Six prices, either stationary in money, or actually reduced, also contained a strong element of surprise.

The public has had considerable opportunity to view new and attractive cars this week. John H. Thompson Company, the Chrysler distributor, opened a week's series of special salons this morning at three big salesrooms, showing the new custom designed Chrysler Imperial, with nine body styles by Chrysler and Locke.

Reo dealers have been having a private view of The Mate, companion of the Flying Cloud. A representative line has been shown to the dealer body in the territory by the Reo Michigan Company, distributor. The cars will go on public view next Thursday, when the prices of the line, printed in Automotive Daily News for December 3, are likely to prove attractive.

Employment figures in Detroit proper, reported by the Employers' Association, showed another weekly drop at the last official report, amounting to 2,294. While this brings the present total to 272,103, this figure is still 73,451 above the number of men employed in the same plants a year ago at this time.

Neither employment figures nor production statement was available at the Ford plant, but it is learned that there has been little material change in either output or number of men employed.

Change in the Ford place in the picture is particularly noteworthy by comparison with the situation a year ago. In November, 1927, the Ford registrations totaled three cars, which was .19 per cent of the total; the November, 1928, figures of 1,599 amounted to 34.4 per cent. of the totaled number of passenger cars registered.

The percentage of registration by individual companies to the total, in cases exceeding 2 per cent., is as follows: Ford, 34.4, as noted; Oakland-Pontiac, 12.2; Hudson-Essex, 8.6; Chevrolet, 7.4; Chrysler-Plymouth, 5.8; Buick, 5.8; Dodge, 4; De Soto, 3.3; Willys-Overland, 3; Graham-Paige, 2.7; Cadillac-La Salle, 2.2; Hupmobile, 2.

Operations at Olds Motor Works and at the Lansing plant of the Fisher Body Corporation are expected to be resumed Monday, after a shut-down for inventory, rearrangement and preparation for output on the increased 1929 schedules. It is expected, when Oldsmobile closes the records on December productions, it will have totaled about 6,000 cars, which is an unusally high figure under circumstances of shutdown for part of the month. Reopening of both plants will give renewed employment to about 6,500 operatives.

REPORT SELDEN TRUCK CO. TO BE MERGED WITH HAHN MOTOR OF ALLENTOWN, PA.

Rochester, N. Y., Dec. 8.—Rumors that the Selden Truck Company will be merged with the Hahn Motor Company of Allentown, Pa., and moved to that location were discussed today by Frank L. Bender, general manager of the Selden concern.

The report is that the Hahn Motor Company, which is controlled by the First National Bank of Boston, and in which there is an investment exceeding a million dollars, will absorb the Selden Company, which is controlled by New York interests. D. G. Baird of New York city, member of the insurance stock firm of Marsh & McLennan, represents the controlling interest in the Rochester concern. The rumor is that the removal to Pennsylvania will take place shortly.

While last year some 500 trucks were sold, according to Mr. Bender, it is expected from 600 to 700 will be sold this year.

U. S. HAMMERED PISTON RING STOCK IS OFFERED

New York, Dec. 8.—Marlon S. Emery & Co., Inc., is offering at $9 a share 40,000 common shares of U. S. Hammered Piston Ring Company, Inc., which manufactures a complete line of piston rings for internal combustion engines.

S. A. E. and A. E. R. A. Hold Joint Bus Discussion

New York, Dec. 8.—Bus performances will never reach the peak of efficiency that is possible in ordinary automobile operation in the opinion of Col. George A. Green, vice-president of the Yellow Truck and Coach Company, who addressed the joint meeting of the Metropolitan Section of the Society of Automotive Engineers and the American Electric Railway Association at the Engineering Societies Building, 29 West 39th St., last night.

The great problem facing bus engineers and designers today, he said, is that of efficiently transmitting the power of the engine to the traction wheels. The present automobile transmission or gear box he termed as the most "barbaric" piece of mechanism still in use in the modern car, both from the standpoint of changing gears and the accompanying noises. Col. Green pointed out that such a unit can never be omitted from motor bus construction and attributed many of the faults in the present transmission to the lack of study of this particular unit by engineers.

This theory was espoused in a recent editorial in the Automotive Daily News, which pointed out that while all other chassis units have been given considerable attention and have shown marked improvement in design, the transmission or gear-set is the same in principle today as it was in the early days of the industry.

Col. Green declared that the substitution of gasoline-electric drive had not proved successful, due largely to the greater cost of production and that the lower efficiency of this means of transmission added to the operating costs. He said he could see no immediate possible relief through the use of steam power plants. Experts, however, he said, are now studying all phases of this baffling problem.

R. N. Graham of Youngstown presented a paper on "Fitting the Bus to the Transportation Needs," and Adrian Hughes, Jr., superintendent of bus transportation of the United Railways and Electric Company, Baltimore, discussed "Practical Bus Maintenance Factors and Systems That Constitute Efficient Service."

New York, Dec. 8.—The Brockway Motor Truck Corporation declared the regular quarterly dividend of 75 cents on the common, payable February 1 to stock of record January 15.

Excise Tax Refund To Car Dealers Totals $7,463,176

(Continued from Page 1)

with the collections of $66,437,881.32 during the entire previous year.

Under the item of miscellaneous tax collections, which includes theater admissions and club dues, it is shown that the total dropped from $95,205,688 in 1927 to $80,014,533 in the fiscal year 1928, "this decrease being due to the repeal of the excise tax on automobiles."

The report further explains that among the principal objects of taxation showing decreases for the fiscal year 1928 were automobiles and motorcycles, amounting to $14,809,615.36.

"In the latter case the loss of revenue was due to the decline in automobile production during the year," the report says, "and to the provision of the revenue act of 1928 repealing the tax on automobiles and motorcycles."

EXTRA BOHN DIVIDEND

Detroit, Dec. 8.—The Bohn Aluminum and Brass Corporation declared an extra dividend of 50 cents and a regular quarterly dividend of 75 cents, both payable January 2 to stock of record December 15.

STUTZ STOCK INCREASE

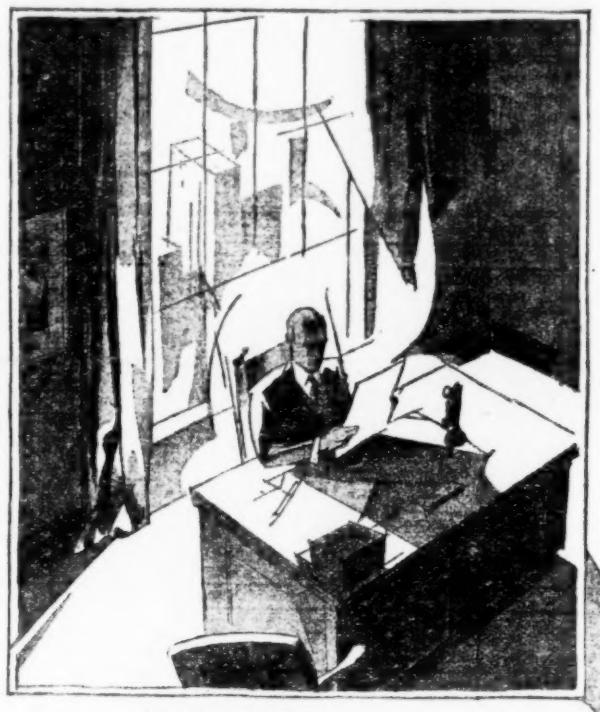
New York, Dec. 8.—Stockholders of Stutz Motor Car Company have approved an increase in authorized capital to 400,000 shares from 263,000 shares.

Wayne Pump Greatly to Increase Output by Acquiring Fry Equipment

Fort Wayne, Ind., Dec. 8.—With the acquisition of the Fry Equipment Company of Rochester, Pa., some time this month by the Wayne Pump Company of Maryland, holding company which owns the Wayne company of this city, the local industry will be by far the largest in the business of manufacturing filling station tanks, pumps and other similar equipment in the United States, according to William M. Griffin, president of the Wayne company.

The amount of the consideration in the Fry deal cannot be disclosed until an audit is made. However, after the purchase is completed, assets of the company will total more than $8,000,000, officials said.

The Fry company is to become known as the Fry Equipment Corporation of Maryland. The London branches of Fry & Wayne are to be consolidated. Branches will be continued in Buenos Aires, Toronto and Melbourne. Stockholders of the Wayne Pump Company met Tuesday at Baltimore, Md., as previously reported in Automotive Daily News, and ratified the recommendation of the board of directors to purchase the Fry Company. The Wayne Company recently purchased the Boyle-Dayton Company of Los Angeles, Cal., for more than $1,000,000.



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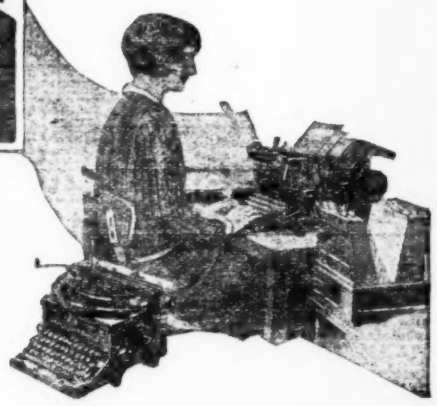
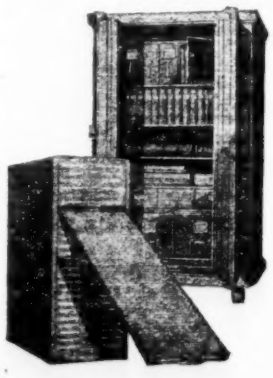


EQUIP *for* PROSPERITY *in* 1929

ALREADY buyers and manufacturers are preparing for the spring and summer of 1929. Already consumers are planning the new car, the new house and furniture for 1929. How will it be with your business then? Your sales objectives—will they be backed up with Kardex equipment which searchlights vital facts of sales efforts and prospects? Will you have learned to cut time and overhead with Powers and Dalton and Remington Machines? Will you be prepared to withstand the loss of records by fire through using Safe-Cabinets? Next year is already upon us. As far as business is concerned 1929 is here—its problems must be solved, its difficulties met with proper office appliances . . . Remington Rand offers some product which will improve places in every phase of business—from the Shipping Room to Executive Office. And there is a Remington Rand man backed by the combined powers of 27 factories, 15,000 skilled workers and 110 trained Office Equipment Engineers to recommend an item precisely chosen for every exacting situation.



Remington Rand Business Service Inc.
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